Cat Dept

CONVENTION NUMBER

THE Publishers' Weekly

The American Book Trade Journal

VOL. CVII. NEW YORK, MAY 23, 1925 No. 21

More Than a Second Novel

CRUEL FELLOWSHIP

***By* Cyril Hume**

¶ Here is the saga of a human life that will go down in our literature.

¶ It can only be compared with Maugham's "Of Human Bondage."

¶ He has dared to tell the story of a man lacking the stuff of which heroes are made.

¶ "There is a certain amount of Claude Fisher in all of us.

"And that is why CRUEL FELLOWSHIP will be widely read," says the N. Y. Sun.

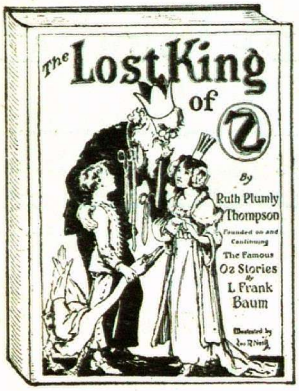
By the author of "Wife of the Centaur" $2.50 net

DORAN BOOKS

New Rei-Lee Juveniles for 1925

The Lost King of Oz
Skeezix and Pal

A banner year for the Famous Oz Books is assured by our plans for 1925. At the ***reduced price of $1.60*** per volume, here is the best value in the entire juvenile field. All of the most popular of the famous Oz characters are in ***The Lost King of Oz,*** with some very up-to-date new comers, including a moving-picture dummy, who is brought to life by Princess Dorothy and who figures in some very amusing episodes. The annual Oz Book is always childhood's big book event of the year.



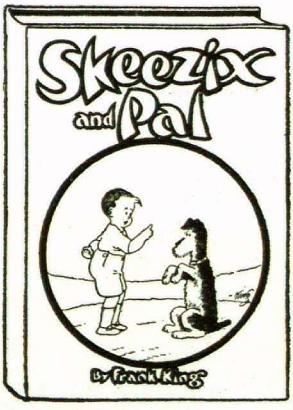
Now Ready
Popular Edition
The Land of Oz
$1.00 Net

Coming—Another Skeezix Book

Frank King, creator of "Gasoline Alley" and author of ***Skeezix and Uncle Walt,*** which was one of the big juvenile hits of last year has given us a new story book about Skeezix, to be published July 1, entitled ***Skeezix and Pal.*** Kiddies who follow Mr. King's clever color page in the big newspaper Sunday Comics know all about Skeezix and his dog, Pal. The Skeezix books are printed in colors throughout — the biggest dollar's worth on the market to-day.

Not cartoon books.

50,000 Copies
Skeezix
and Uncle Walt
Sold in 1924



REILLY & LEE CO.
PUBLISHERS CHICAGO

The Publishers' Weekly, May 23, 1925. Vol. CVII. No. 21. Entered as second-class matter June 1, 1879, at the post office at New York. N. Y., under the Act of March 3, 1879. Subscription, Zones 1-5, $5; Zones 6-8, $5.50; Foreign, $6. R. R. Bowker Co., 62 W. 45th St., New York.

IS the creature man getting too big for his boots? Will there be a crash one of these days when one of the scientists goes too far? There is an old warning: "Thus far shalt thou go and no farther."

THUS FAR

By J. C. SNAITH

is a novel of mystery that is utterly and hauntingly fascinating. It tells of a case where a scientist passes the limits of safety and creates a superman, who proves a monster of terror and destruction. Seldom has there been a story in which the element of suspense is so triumphantly maintained. The author of "The Undefeated" and "The Sailor" knows how to write and all his great gifts of story-telling are lavished on this brilliant and thrilling piece of mystery fiction. $2.00

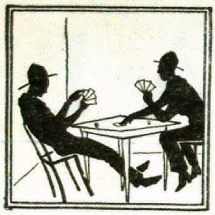
1825—*Appleton Centennial Year*—1925

D. APPLETON AND COMPANY

35 West 32nd St., New York — 25 Bedford Street, London

THIS IS AN APPLETON BOOK

THE SONS OF
COMING JUNE 6th
have you stock?
S.M.& CO. BOSTON



OTHER TYPES OF FICTION HAVE THEIR PASSING VOGUES AND SEASONS, BUT A REALLY FINE WESTERN ROMANCE SUCH AS

The Shadow of Silver Tip

by

GEORGE OWEN BAXTER

Author of "Donnegan," "Free Range Lanning," "The Range-land Avenger," et cetera

ALWAYS HAS A LARGE AND ENTHUSIASTIC READING PUBLIC.

THIS BOOK IS ISSUED UNDER THE IMPRINT OF

CHELSEA HOUSE
FOUNDED 1855

The Dumas of the West

Few, if any, other writers of Western fiction have George Owen Baxter's gift of bringing the romance, the human drama, and the reckless, devil-may-care spirit of the West so vividly between the covers of a book. He is the great romancer — the Dumas of the West.

For Seventy Years

Chelsea House has specialized in catering to the public taste for clean, wholesome fiction and has given many of America's greatest authors their introduction to the reading public. The Chelsea House imprint is, therefore, a hallmark of the best in the field in which this firm stands preëminent.

CHELSEA HOUSE
79-89 Seventh Ave New York City

PUBLISHED JUNE 1, 1925

TEMESCAL

IN the first advertisement of this series we reprinted a letter from John G. Kidd, Treasurer of the American Booksellers' Association, in which TEMESCAL was described as "one of the best Mexican stories ever written, bar none."

Not only has this story appealed to the bookseller and general reader but it has received the warmest praise of exacting critics. We reprint here, selections from early reviews:

This is the second of a series of advertisements intended to acquaint the trade with one of the finest stories of adventure we have ever published.

* * * *

TEMESCAL

a romance of modern Mexico by H. H. Knibbs is not "Just another western story," but a novel of depth, color, and splendid adventure worthy of Sabatini himself.

* * * *

Recommend it to every fiction customer.

* * * *

Jacket in color by Giguere. $2.00

HOUGHTON MIFFLIN COMPANY

Toledo Blade

"'Temescal' reminds one of Don Quixote when he soliloquizes, and of D'Artagnan when he gets into action."

Boston Transcript

"With a dash like Sabatini's . . . this story . . . a historical novel of events unforgotten and hero still alive . . . should last longer than the average novel. In the first place, it gives us Mexico from the inside, in a way which makes us understand it; in the second, it gives us a vivid picture of Diaz; in the third, it introduces a character which will not soon be forgotten, whether in fiction or in fact."

New York Times

"A fearless, rollicking, heart-breaking hero with the manners of a D'Artagnan, a radiant, fiery heroine, a hair-raising series of adventures, an entertaining and well-written book."

H. H. KNIBBS

Think of

NELSON

when you need

BIBLES

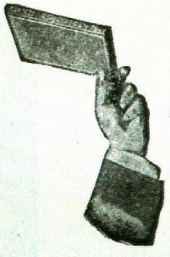
Nelson American Standard Bible

Clarified in text and corrected according to oldest authentic manuscripts. The wisest Bible scholarship of all principal Evangelical denominations contributed all its resources to the revision work of the American Standard Bible.

Also Bibles and Testaments in the King James Version

Nelson Bibles are obtainable in all sizes, types and styles of binding.

Large Type Home Reading Bible	$ 3.00 to $ 8.00
Reference Bible	1.35 to 20.00
Interleaved Reference Bible	12.50 to 25.00
Concordance Bible	3.75 to 17.00
Boy Scout Testaments and Bibles	.50 to 3.70



CLASSICS

Nelson New Century Library

The handsomest and best-selling series of these famous American and English Classics:

M. Aurelius	Browning	Rubaiyat	Austen	Hale
Thackeray	Dickens	Trollope	Bacon	Lever
Stevenson	Lytton	Kingsley	Scott	Eliot
Epictetus	Shakespeare	Brontë	Hugo	Poe
Emerson	Tennyson	Milton	Burns	Dumas

STOCK THIS SERIES. IT SELLS.

India Paper. Large Type. Pocket Size. Flexible Leather Binding, Gilt Back and Top, and Silk Marker.

$2.00 per volume. Sold singly or in sets.

THOMAS NELSON & SONS, *Publishers*, New York

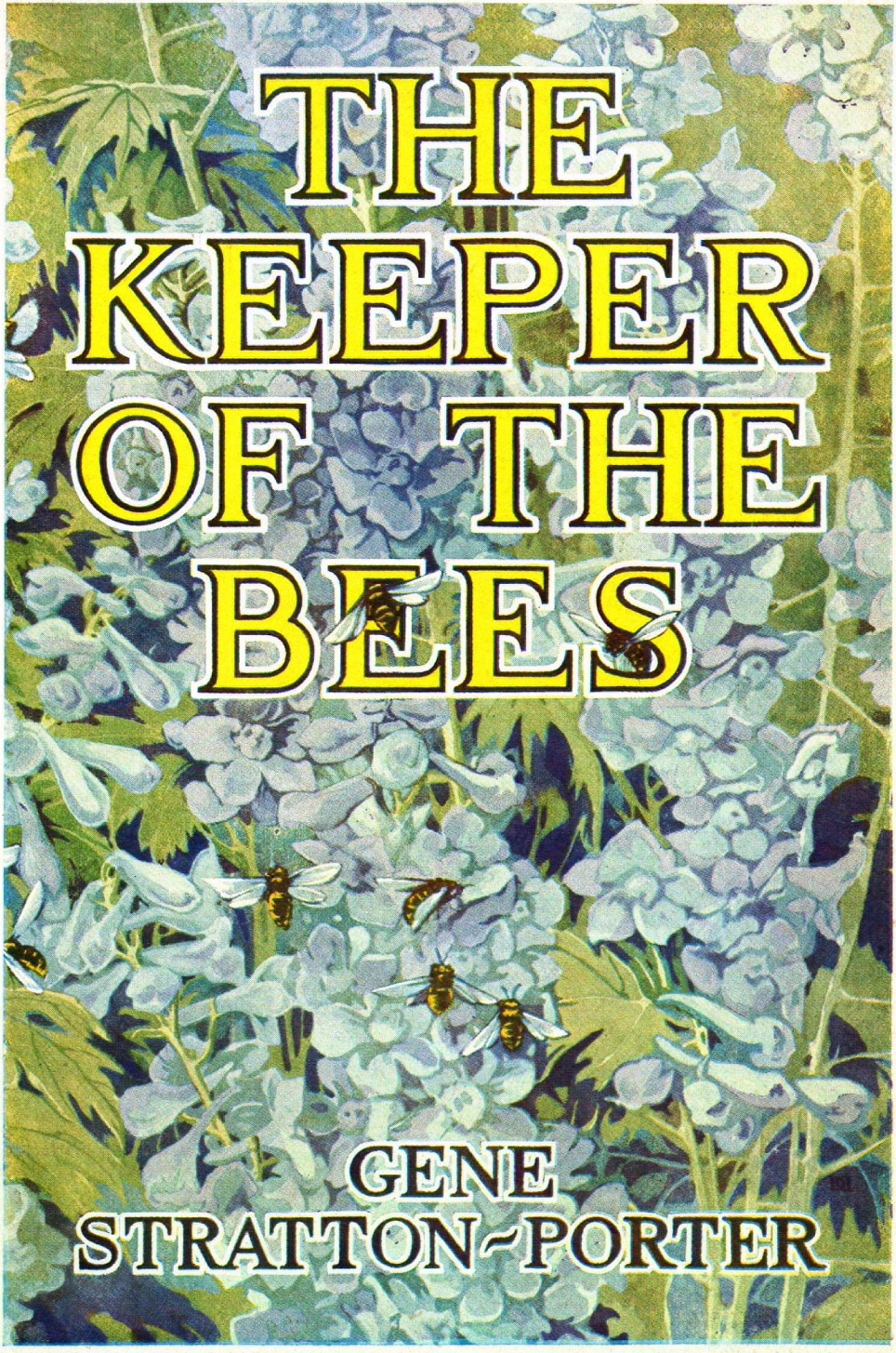
The CRAZY FOOL

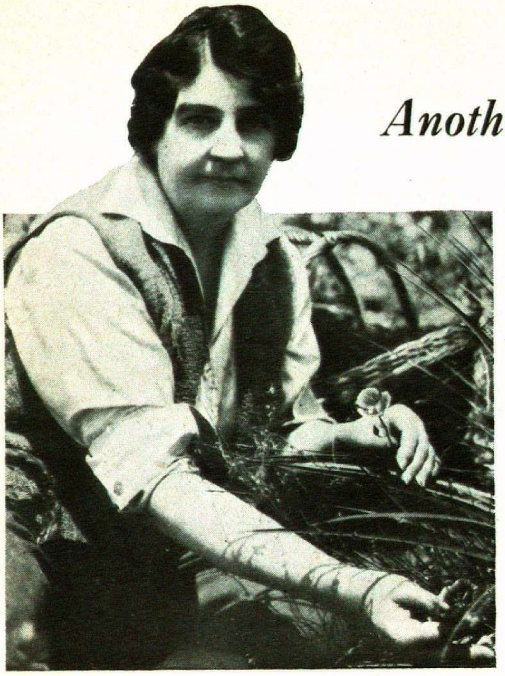
THE CRAZY FOOL is now in press, and this will remind you that publication date is June 15th. Your copy of the limited, autographed first edition should reach you early in June. You will know then why we are so confident that this book will establish new sales records. The price is $2.00

ALBERT & CHARLES BONI
39 West 8th Street New York

by donald Ogden Stewart

Already They are asking for.....





Another novel

like The Harvester

by

GENE STRATTON-PORTER

The Keeper of the Bees

. . . . . .

The Harvester was one of Gene Stratton-Porter's great nature novels. 600,000 people treasure copies of it.

. . .

Gene Stratton-Porter's nature novels are the widest selling popular books in the world. Five of them have sold on an average of 1,500,000 copies each. *Freckles* alone has sold almost two million copies.

. . .

The huge public that have read those books have been waiting five years for a nature novel by Mrs. Porter. They bought her last one, *Her Father's Daughter* at the rate of 275,000 copies its first year, in the regular trade edition.

. . .

THE KEEPER OF THE BEES is one of Gene Stratton-Porter's finest nature novels, one filled to the brim with Mrs. Porter's incomparable nature wisdom and flower glory.

. . .

But, most of all, it's a novel of *real* people. The story has a big widely appealing theme. The hero is a returned wounded soldier who poignantly asks the great question "What price glory now?"

. . .

Grosset & Dunlap are pushing the whole Porter line of books. They are going to make August their Gene Stratton-Porter month. THE KEEPER OF THE BEES is released in the moving pictures in September with a huge advertising campaign. And we've a big campaign behind the book, too.

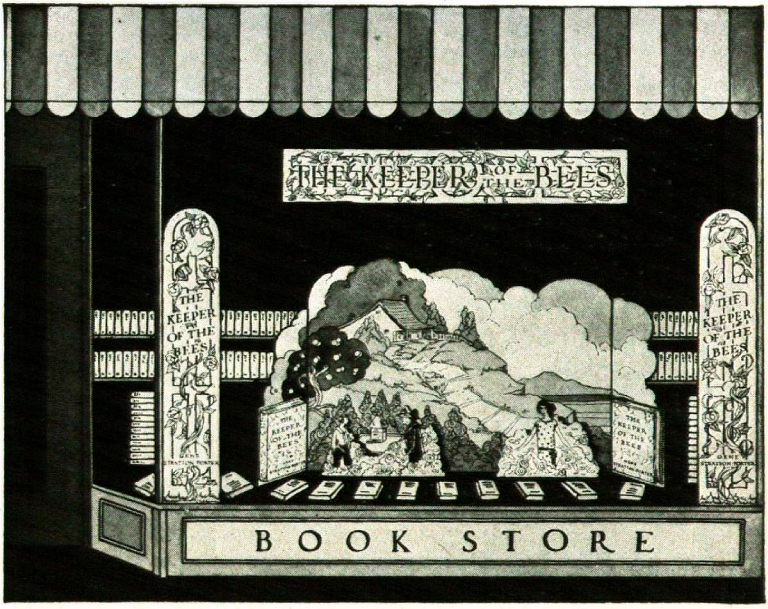
. . .

Here's a real, old fashioned Gene Stratton-Porter, profit-making year.

Coming August 17th

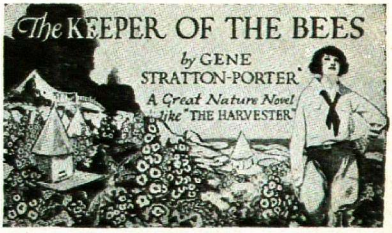
Price, net, $2.00

A Few of Many DEALER HELPS



A layout of a 10-piece window and store cut out display, ingeniously designed so as to be put to many uses and last for six or eight months. *Lithographed in twelve colors* it will make a veritable garden out of your window. Michael Gross, who makes most of the displays for big books, says that this is the most elaborate display he has ever made.

A line reproduction of a two colored lithographed advance card you can put up in your store now.



A post card *lithographed in six colors* imprinted with a dealer's name.

Send for advance card and 8-page booklet showing complete layout of all kinds of dealer helps.

Doubleday, Page & Co., R. T. B.
Garden City, N. Y.

Send me a lithographed advance card on THE KEEPER OF THE BEES and an 8-page booklet of dealer helps.

Name .....

Address .....

City ..... State .....

THE KEEPER OF THE BEES will be one of the finest $2.00 books ever put on the market. A beautiful four-color wrapper, a decorated cover, stained top, colored end papers, 12 pages of decorated front matter in color, four illustrations especially drawn for the book by Gordon Grant, the famous illustrator—*each reproduced in four colors,* and 500 pages of the best story Gene Stratton-Porter ever wrote. It's dead easy to sell a book like that, and think of your profits when you push it!

They are coming for

THE KEEPER OF THE BEES

on August 17th

Get ready now!

Doubleday, Page & Co.
Garden City, New York

FOR EVERY CHILD'S VACATION

For Modern Children

THE MAKE-IT-UP STORY BOOK

By Cornelia Adams

Five half-told tales for children which they can finish and illustrate for themselves. They provide an entertaining and stimulating pastime for young readers and will prove a boon to tired mothers when the cry "tell me a story" becomes a torment.

Tony Sarg writes:
"I adore everything that stimulates the imagination of a child. I try to do it with my puppets, but this book goes one better, and I am therefore very enthusiastic about it."

Hendrik Willem Van Loon writes:
"It has taken almost five hundred years of hard pedagogical effort to educate all originality of thought out of our children. It will take another five centuries to set their little minds free. Your book is a beginning in the right direction."

8vo. Boards. Illustrated. $1.00 net.

Are Your Customers Going Abroad?

They'll travel more pleasantly if they

TRAVEL WITH McBRIDE BOOKS

¶ THE COMPLETE POCKET GUIDE TO EUROPE. By E. C. and T. L. Stedman. Pocket size. Flexible cloth. Revised and Enlarged Edition. With numerous maps. $4.00 net

¶ PLANNING A TRIP ABROAD. By Edward Hungerford. $1.50 net.

¶ FINDING THE WORTH WHILE IN EUROPE. By Albert B. Osborne. Illustrated. $2.50 net.

¶ PICTURE TOWNS OF EUROPE. By Albert B. Osborne. Illustrated. $2.50 net.

¶ AS IT IS IN ENGLAND. By Albert B. Osborne. $2.50 net.

¶ LONDON IN 7 DAYS.
PARIS IN 7 DAYS.
ROME IN 7 DAYS.
By Arthur Milton. Pocket size. Each, $1.50 net.

¶ THE LURE OF THE RIVIERA. By Frances M. Gostling. Illustrated. $2.00 net.

¶ THE LURE OF THE FRENCH CHATEAUX. By Frances M. Gostling. Illustrated. $2.00 net.

¶ DINING IN PARIS. By Somerville Story. $1.50 net.

¶ A LITTLE BOOK OF BRITTANY. By Robert Medill. Illustrated. $1.50 net.

¶ NORWEGIAN TOWNS AND PEOPLE. By Robert Medill. Illustrated. $1.50 net.

¶ SWEDEN AND ITS PEOPLE. By Robert Medill. Illustrated. $1.50 net.

¶ TWO VAGABONDS IN SPAIN. By Jan and Cora Gordon. New Edition. $2.50 net.

¶ FRANCE FROM SEA TO SEA. By Arthur Stanley Riggs. Ready shortly. Illustrated. $2.50 net.

¶ REGARDING THE FRENCH. By Moma Clarke. Illustrated. $2.50 net.

¶ VISTAS IN SICILY. By Arthur Stanley Riggs. Illustrated. $2.50 net

¶ *Ready in June: NOW AND FOREVER* by Samuel Roth. A brilliant dialogue between the author and Israel Zangwill on the Jewish Question. $1.75 net.

¶ *Ready July* 1: *WEEKEND* by Charles Brackett. An amazingly witty novel of life among the intelligentsia. $1.50 net.

Robert M. McBride & Company, *Publishers*, New York

New Crowell Titles

WEBSTER-ROGET DICTIONARY AND TREASURY OF WORDS

Cloth $1.75. *Thumb-Index $1.00 extra.*

One of the finest single volume desk-guides yet published. It combines the Webster Self-Pronouncing Dictionary with the Roget Treasury of Words. Spells, defines, pronounces, and gives full synonyms, antonyms, etc., all in one popular-priced book.

ETHICS IN THEORY AND APPLICATION

By HORATIO W. DRESSER Author of "Psychology." ($3.00)

A study which brings together every phase of its subject—as the same author did so successfully in "Psychology in Theory and Application." Treats of both theoretical and practical ethics, with all related topics.

REMEMBRANCE OF THINGS PAST

By JOHN R. HOWARD ($3.25)

A veteran book publisher and editor reviews an active life of fourscore years, with contacts with many notable people, such as Henry Ward Beecher, Harriet Beecher Stowe, General Fremont, and others. A delightful book in style and commentary.

Don't overlook this new fiction

THE CACTUS

A mystery adventure story by Charles Chadwick. ($2.)

OLD HURRICANE

An epic of home-making by Julia A. Flisch. ($2.)

ANGELINE OF THE HILL COUNTRY

A riot of humor by Cordia Greer-Petrie. ($1.50)

MR. COLLIN IS RUINED

Another adventure of "the cleverest rogue in fiction," by Frank Heller. ($2.)

THOMAS Y. CROWELL COMPANY

393 Fourth Avenue, New York

Announcing
Mr. Hutchinson's first novel
in three years

ONE INCREASING PURPOSE

By
A. S. M. HUTCHINSON
Author of
IF WINTER COMES

PUBLICATION DATE
SEPTEMBER 24th
Cloth, $2.00. Pocket Edition, leather, $2.50

Boston LITTLE, BROWN & COMPANY Publishers

Just Published

by the office of The Publishers' Weekly

Who's Who in Literature

Edited by MARK MEREDITH

Listing 5000 authors of the English Speaking world with present address, biographical data, and list of books.
Also an index of 1500 Pseudonyms and Fictitious Names.

Price $3.75

What Editors and Publishers Want

Edited by MARK MEREDITH

Lists of British and American Periodicals, their editorial needs and prices paid. Also lists of book publishers and their specialties in all English speaking countries, lists of literary agents, syndicating companies, etc.

Price $1.25

R. R. BOWKER CO.,
62 WEST 45th STREET, NEW YORK

ABINGDON

The Political Awakening of the East

Studies of Political Progress in Egypt, India, China, Japan and the Philippines

By George Matthew Dutcher

The political developments in the eastern lands are assuming increasing importance in the unfolding of world history. Professor Dutcher had the great advantage of personal observation, made during his recent sabbatical year, in the countries of which his lectures treat. These various nations represent many different types of conditions and problems and exemplify practically every important issue involved in any part of the East.

NET, $2.00, POSTPAID

OUT-OF-DOORS WITH JESUS

By Bishop William A. Quayle

A group of sermons centering in the out-of-door associations and intimations of Jesus, with no attempt to make a theological study based upon his teachings and life.

Net, $1.50, postpaid

CURRENT WEEK-DAY RELIGIOUS EDUCATION

By Philip Henry Lotz

This study begins with a consideration of the historical aspects of the movement for week-day religious instruction, and proceeds in a remarkably thorough fashion, to present a vast accumulation of valuable information regarding its adaptation to the demands of the pedagogical program of to-day.

Net, $2.00; by mail, $2.20

THE CURRICULUM OF RELIGIOUS EDUCATION

By George Herbert Betts

Seldom does a first book in a new field break so much ground and plough so deeply as does this comprehensive discussion of the curriculum of religious education.

Net, $3.00; by mail, $3.30

OUT INTO LIFE

By Douglas Horton

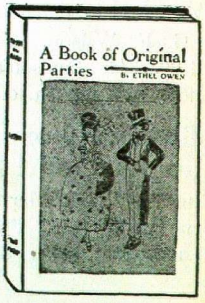
It would be difficult to find a better book than this to put into the hands of a young man who is still in school or college or who has not yet decided upon his career. Four charts.

Net, $1.25; by mail, $1.35

A BOOK OF ORIGINAL PARTIES

By Ethel Owen

A book containing plans for twelve recreational occasions which will without doubt fit very happily into the requirements of those who are planning entertainments for young people. The illustrations consist of suggestive sketches which may be used in connection with each "party." There are also three colored inserts giving unique ideas.



NET, 75 CENTS, POSTPAID

AT THE BETTER BOOKSHOPS

THE ABINGDON PRESS

New York Cincinnati Chicago Boston Detroit
Pittsburgh Kansas City San Francisco Portland, Ore.

R. R. BOWKER CO. :: NEW YORK

CATALOGS

The Publishers' Trade List Annual 1925

Contains the latest catalogs of upward of 400 American publishers arranged alphabetically by the firm-names. Indispensable to every one who has any interest in the sale or purchase of current books. Ready September 1st. Thick 8vo, thumb index, cloth, $4.50. Prepublication, $4..

The American Educational List

Contains a price-list of the school text-books in use in the United States, arranged alphabetically by author's or editor's name, and a detailed subject-index referring from each specific subject to authors of books on that subject. (Ready August 1st.) Bound in leatherette boards, red edges, $1.

English Catalog of Books 1916-1920

The latest five-yearly cumulative volume. 8vo, half morocco, $42.50.

Whitaker's Reference Catalog Current Literature, 1924

Containing the catalogs of all British publishers bound in two volumes with a separa Index volume. The set of 3 volumes, bou in half leather, $15. Issued at irregular p riods, the previous set in 1920. A guide prices and publications of British houses.

Whitaker's Cumulative Book Li

A classified catalog of all books publish in England during the calendar year, togeth with an index to authors and titles. Issu in quarterly cumulative parts, the fourth qua ter covering the complete year.

Annual subscription for 1925, $5.00.

The Annual volume covering the books 1924, $3.50.

Invaluable for information concerning cu rent English publications.

English Catalog of Books (Annual)

Containing a complete index list of all t books published in Great Britain and Irela in the calendar year. 8vo, cloth, $4.

BIBLIOGRAPHIES

American First Editions

A series of **Bibliographical Check Lists.** Edited by Merle Johnson. Data on eighty or more authors. Edition limited. 8vo, cloth. Probable price, $7.00. Ready in Sept., 1925.

A Bibliography of Works of W. H. Hudson

By G. F. Wilson. Contains full collations of all W. H. Hudson's first editions. 8vo, full cloth binding, $3.50.

Bibliography of English Language and Literature

Edited for the Modern Humanities Research Association by A. C. Paues. 1921, 8vo, paper, $1.25, 1922, 8vo, paper, $1.75. 1923, 8vo, paper, $2.00.

The Rare Books of Free Masonry

By Lionel Vibert. A bibliographical guide to all rare Free Masonry publications. 8vo, cloth, $2.00.

A Select Bibliography and History of the Principal Modern Presses

Public and Private in Great Britain a Ireland. By G. S. Tomkinson. Quarto, abo 300 pp., edition limited to 600 copies on V Gelder paper, Caslon old face, full buckra with sixty illustrations. $15. (In Pre aration.)

A Bibliography of the Writin of Lewis Carroll

By Sidney H. Williams, F.S.A. Editi limited to 700 numbered copies. (650 only sale.) 8vo, cloth. $6 net. The first comp hensive bibliography of "Lewis Carroll."

A Bibliography of the First Ed tions of William Butler Yeat

Compiled by A. J. A. Symons. Printed the First Edition Club, London, on Ja paper. Small 8vo, boards, $2.50.

OFFICE OF THE PUBLISHERS' WEEKLY

How to Sell Books in Chicago

If it is a good book and the advertising copy is "right," selling it in Chicago is a comparatively simple matter.

Advertise in The Daily News Wednesday Book Pages, where the people of Chicago are accustomed to look not only for book news and reviews but for book buying information and suggestions.

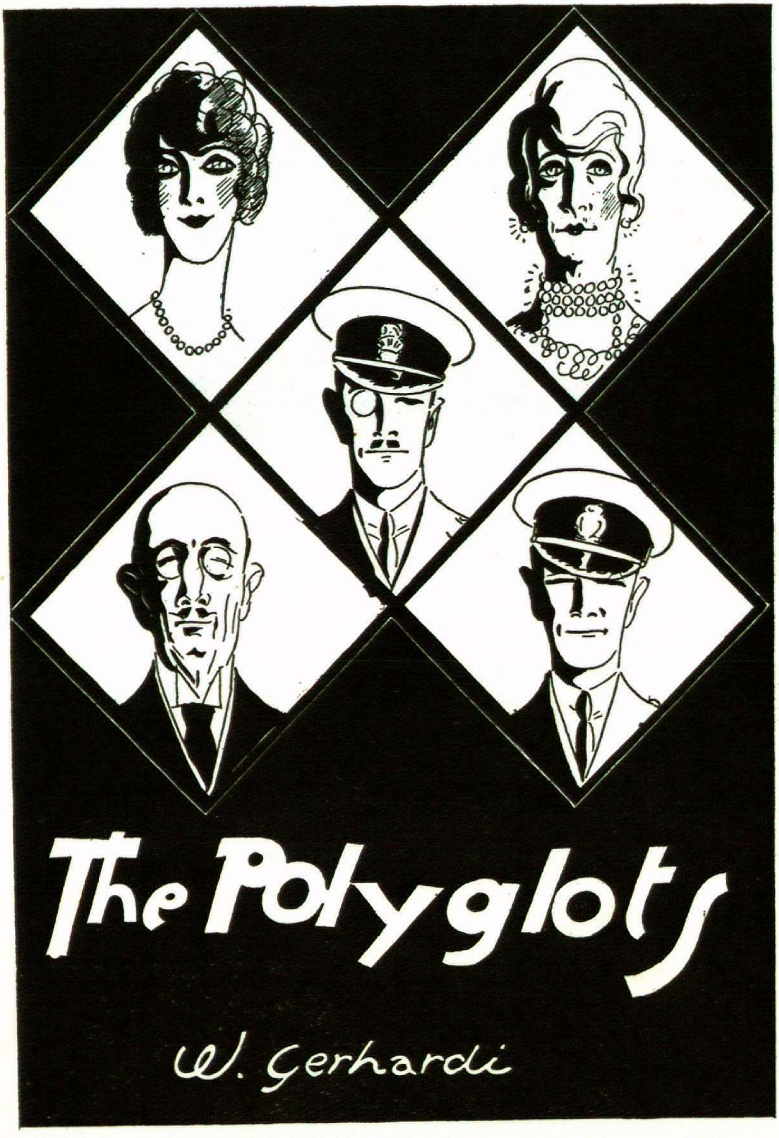
The Chicago Daily News' 400,000 daily average circulation—approximately 1,200,000 daily readers—embraces the great majority of literate Chicago households —and The Wednesday Book Page is one of the most popular journalistic features in Chicago and its suburbs.

That book publishers realize this fact and profit by it is shown by the distribution of book advertising among Chicago papers. In the first 4 months of 1925 The Chicago Daily News published 47,300 agate lines of book advertising, as against 29,471 lines published by the daily paper having the next highest record.

THE CHICAGO DAILY NEWS

First in Chicago

"HATS OFF! A new force has appeared in fiction."—WILLIAM LYON PHELPS.



By the author of "FUTILITY" which H. G. WELLS called "Gerhardi's true, devastating—wonderful book!"

PUBLISHED JUNE FIFTH. 380 PAGES. $2.50 Net.

DUFFIELD AND COMPANY
211 E. 19th St. NEW YORK

Meek Americans

By JOSEPH WARREN BEACH

"This volume, suitable for the good-sized pocket of a stay-at-home, or the corner of a bag packed for Europe, is a departure from most collections of travel essays or sketches. . . . One reads it easily and enjoyably."—*New York Evening Post.*

$2.00

Some Contemporary Americans

By PERCY H. BOYNTON

He writes of Amy Lowell, Robert Frost, and Bostonia as a New Englander; and of Masters, Sandburg, and Dreiser as a Chicagoan. Robinson, Mencken, and Cabell also come under the pen of this man who has set about to analyze the fashionable attitude of pessimism à la mode.

The American Institute of Graphic Arts has named this beautiful volume one of the fifty best books of the year.

$2.00

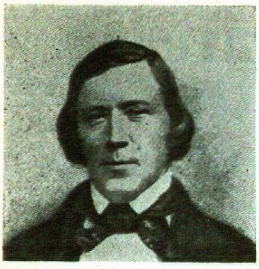
A Manual of Style

This is potentially the most valuable tool in the library of every printer, publisher, and advertiser. Every proofreader, editor, copy writer, and compositor needs a copy. If you are interested in typographic style, you will find it the best working investment you have ever made in a book.

$3.00

THE UNIVERSITY OF CHICAGO PRESS

5801 ELLIS AVENUE CHICAGO, ILLINOIS

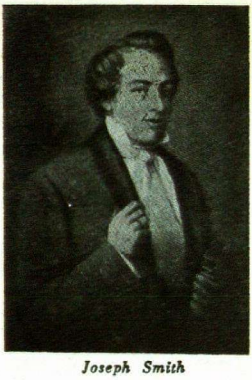


Brigham Young

BRIGHAM YOUNG

By the Author of BARNUM

Out June 4th



Joseph Smith

Do These Questions Interest You?

What is Mormonism?

Who wrote the Book of Mormon?

Was it transcribed from plates of gold?

How did polygamy originate?

Why was Joseph Smith Assassinated?

How many wives did Brigham Young actually have?

How did the barren shores of Great Salt Lake become a luxurious city?

Why did the government send an army to Utah?

M. R. Werner's
BRIGHAM YOUNG

tells the whole story of the Mormons

Illustrated from original sources, $5.00

Harcourt, Brace & Company, 383 Madison Avenue New York

The PUBLISHERS' WEEKLY

THE AMERICAN BOOK-TRADE JOURNAL

NEW YORK, MAY 23, 1925

25TH ANNUAL CONVENTION

AMERICAN BOOKSELLERS' ASSOCIATION

Chicago, May 11-14, 1925

HOTEL DRAKE

President	WALTER V. MCKEE	Detroit
1st Vice Pres.	SIDNEY M. AVERY	Washington
2nd Vice Pres.	W. P. BLESSING	Chicago
3rd Vice Pres.	ALICE M. DEMPSEY	New York
Secretary	BELLE M. WALKER	New York
Treasurer	JOHN G. KIDD	Cincinnati
Executive Secy.	ELLIS W. MEYERS	New York

MONDAY AFTERNOON SESSION, MAY 11

The Welcome of Literary Chicago

By Carl B. Roden

Librarian of Chicago Public Library

I AM to extend the welcome on behalf of literary Chicago, and I am both pleased and proud to have been chosen to represent so significant and important a part of our community life, and I do extend to you that welcome with all that it implies and with all the hospitality that should go with it.

When Henry Mencken, a few years ago, from the heights of his pontifical throne, proclaimed that Chicago was now the literary capitol of America, he had in mind a galaxy of brilliant names. He had in mind, as all the world has in mind, such names as Theodore Dreiser, Henry B. Fuller, Sherwood Anderson, Frank Norris, Carl Sandburg, Edgar Lee Masters, Harriet Monroe and her group of brilliant young cohorts, our genius Ben Hecht, and our splendid and gifted author, Edna Ferber. He had in mind the influence that that group, and a far greater group that I have not time to mention, were spreading over literary endeavors in America, and he spoke the truth when he said that Chicago was by way of becoming the literary capitol of the country.

We used to have a story here that was attributed to George Ade. It has since been claimed by a great many other wits

who have attached it to their own part of the country. It is in the form of an answer that he is supposed to have given to a young lady who asked him if he had ever noticed how many bright people came to Chicago from Indiana and to which he is said to have replied, "And the brighter they are the quicker they come."

We used to think a good deal of that story because a great many bright people did come to Chicago, not only from Indiana but from elsewhere, to say nothing of those who live here and were born here.

You are familiar with these names. Their achievements have made Chicago a name in American literature, their wares are your stock in trade, their prosperity is in your keeping.

But Mr. Mencken has withdrawn his edict. He has revoked his proclamation. Chicago is now no longer the literary capitol. Bright people no longer come to Chicago if they know what is good for them, and those who do come do so at the peril of their literary salvation. Well, so be it. Mr. Mencken cannot take from us the consciousness that Chicago has always been a place that was hospitable to literary inspiration, where genius found a welcome, and where every new idea was given the benefit of serious consideration.

In other words, literary Chicago to which I am asked to bid you welcome is not a catalog of names nor a calendar of achievements; it is a state of mind. It is in the air, along with many other things more palpable for the visitor; it is in the life and thought of our people who know how to cherish the things of the mind and who know how to express their pride in the the assets of the community as a whole and who know how to express their pride in the respect that they accord to every man of genius who comes to this community for the full flower of his activities.

For outward and visible sign of this state of mind we have only to point, not so much to the stockyards which you are going to visit, but to our two magnificent universities, one of which is also in your itinerary, to our great libraries and our multitude of prosperous bookshops. It is no accident that Arnold Bennett discovered here the largest bookstore in the world. It is of more than common significance that the Chicago public library has circulated in one year a total of 10,600,000 volumes, a figure exceeded nowhere else in the world.

Twenty years ago the spot on which this hotel stands was open, blue water. A little to the south of us the Tribune Tower and the Wrigley Building cast their shadows across the site of old Fort Dearborn, and there are those still living among us who remember when the Fort was still standing. The public library building occupies the last fraction of the old Fort reservation, and, just beyond, the Art Institution and the Field Museum rear their classic fronts upon ground that hardly a generation since was fathoms deep beneath the Lake.

All around you you will see the signs of the encroachment of a large and bustling city as it wipes out the landscape and the landmarks in order to make smooth the path for the progress of to-day and the growth of the future. But you will not see anywhere that the city, even with all its hastes and hungers, has wiped out or suffered to be destroyed the landmarks of culture, or has not taken due thought of the things of the mind and things of the spirit even in the midst of the turmoil and clash of the market place.

Like the careful builder who protects the trees before he begins his operations, like the gardner who transplants the wild rose bush before he turns the new soil with his plow, so Chicago has always found time and taken care to preserve and cherish unto itself those things that constitute this state of mind which is both her pride and her treasure.

And so it is to a state of mind that I bid you welcome, to a state of mind otherwise called Chicago, literary, musical, artistic, commercial, financial, windy, wicked, the town that is like no other town anywhere, and it is as glad of it as all the other towns claim to be. You will find here what you seek and the longer you stay the more you will find. We hope you will stay long, that you will find much and that you will come again, soon.

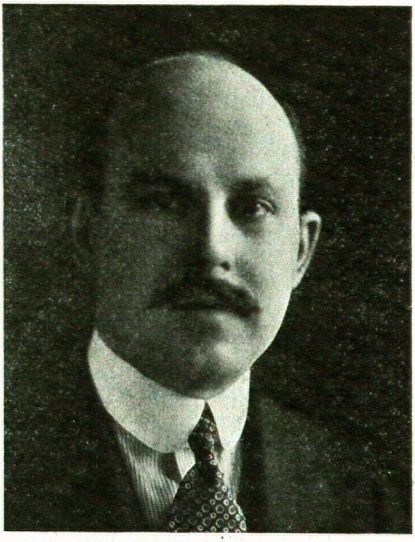
PRESIDENT MCKEE: Mr. Roden, in this message, you have made us feel that we are, as booksellers, peculiarly in tune with this spirit which you represent in Chicago, and on behalf of our Association, I thank you for that expression and this welcome.

President's Address

By Walter V. McKee

J. V. Sheehan & Co., Detroit

THIS is our 25th Annual Convention, and it rounds out a quarter of a century of Association activity. Such an occasion as this might seem to warrant a survey of the events that go to make up our history. But this I forego, for pleasant and interesting as such a survey might be, its significance would only be historical. I take it we have come here to-day to look forward rather than backward. We have come here to construct, rather than to gaze on that which has already been built. In my remarks I shall strive ever to keep this in mind. At this time, however, I wish to express my appreciation to all of you who have helped to make my task so pleasant during this past year.



WALTER V. MCKEE, THE NEW PRESIDENT OF THE A. B. A.

I do so first, to the Association as a whole, because of its willing acceptance of the leadership of its officers and then to those officers themselves for their very active cooperation and many valuable suggestions—to Mr. Avery—Mr. Blessing—Miss Dempsey—Miss Walker—and Mr. Kidd. I want at this time also to thank the members of the Board of Trade and Mr. Crowell, their chairman, for their efforts which have resulted in the constructive report which will be presented to you to-day. I must also thank Stanley Remington for his willing undertaking of the chairmanship of the Membership Committee, his work this year will prove to be quite as efficient as it has previously, as you will see from his report.

Others who responded to my first call upon them to act as chairmen of committees are Brent Vaughan, chairman of Entertainment Committee, Mrs. Josephine Greene, chairman of the Convention Program Committee, Walter Lewis, chairman of Resolutions Committee, J. J. Estabrook, chairman of Nominating Committee, and Eugene Herr, chairman of the Auditing Committee. I would also like to mention Past President Ward Macauley, who being at all times near me, has always been ready with his good advice, and then Frederic Melcher, of whose unfailing interest in this Association none of us has any doubt; also B. W. Huebsch, a publisher who is also vitally and sincerely interested in the bookseller's problem. To these I add the name of Marion Humble, Executive Secretary of the National Association of Book Publishers, who, from the first, placed at my disposal all of the resources of her own helpful mind and all of the results of the experience of the Association that she directs.

In the bulletin which I issued on January first, you may recall that I headed my message "More and Better Bookselling." It has also pleased the Convention Committee of this Convention to adopt as its slogan this phrase. I would like to-day to strike as the key note of our activities here, the idea expressed in this phrase. I would like to present to you not exactly a new attitude, but an attitude in bookselling which shall be new only because it becomes a more conscious attitude upon the part of bookseller and publisher.

This new attitude, or a vision of what bookselling is and may become, begins first of all with the publisher. For years we have, during the amenities of our Conventions and even in Resolutions, expressed the idea that the bookseller is just as necessary to the publisher as the publisher is to the bookseller. During the last few years I am convinced that economic laws have brought some few publishers to recognize the truth of this statement. What I ask now is a recognition of this truth by all publishers. A recognition of it that shall be shown in all of their trade practice. This has not been done in the past. The attitude of the average publisher to the bookseller, in the past, is not better expressed than by John Macrae, President of the National Association of Book Publishers in his address at its last annual meeting. Mr. Macrae said: "We are face to face with certain economic facts in our business, and the necessity of this business is that we should provide prosperity for the bookseller and the author. You may take some exception to that statement, but it is true, and one of the compensations is that when you provide this to the bookseller and to the author, you prosper yourself. I think sometimes, having been a bookseller and publisher for many years, that all of us at periods have been inclined to think of the bookseller somewhat as a cow to be milked, whereas we should think of the bookseller as the calf which has to be reared and taken care of. It is up to the publisher as the father of the industry to provide prosperity to the bookseller." These are the words of a publisher.

The Publisher's Two Tasks

How many publishers have this conception of their relation to the bookseller?

I state at the outset that the publisher like every other manufacturer has two tasks to perform, one is to manufacture and the other is to distribute. In many industries the most efficient machinery for distribution is found to be thru retail stores and only as these stores are profitable to those who direct them can the manufacturer continue to prosper. I say then to publishers, do what you apparently have never done before. Analyze your market. Ask yourself this question: "Is the retail bookstore the best means for the distribution of my product?" Perhaps it may not be. Some publishers have not found in the retail bookstore the most efficient and profitable method of distribution for their books. Educational, technical, subscription and medical book publishers have not found their best methods of distribution to be in the retail bookstore and frankly admit it. They solicit no business from us, ask for no cooperation from general booksellers and give no quarter,—except perhaps a "quarter off." Apparently the publisher of general literature seems not to have ever decided just what his best means of distribution is. He has availed himself of all the help that existing booksellers could give him and then in addition utilized all of the other possible channels of distribution, regardless of how detrimental they might be to those who, after all, were obviously his first and most secure outlet.

Submit Trade Practices to This Test

The question arises, is the vision of the ultimate ideal of bookselling of the general book publisher one in which prosperous and efficient bookstores shall exist in every community of five thousand persons or more? Is it one in which bookselling will attract and interest, because it is prosperous, all those who are fitted to engage in the distribution of books at retail? Is it one which will make your problem not one of how few of a book or books you can publish, but of how many? Is it one which will give you as effective a retail distributive system as any other business now has? If this then is your idea and ideal of what bookselling may and should become, set about it and make it so, for only you—the publisher, can do it. It is yours first, as the publisher, and ours only secondarily, in coöperation with you, as booksellers. It can only be done by your having such a vision of accomplishment constantly before you. It can only be done by your submitting every trade practice in which you engage to *this* test. Is this, the thing which I contemplate doing to-day, going to react to my advantage in building up that prosperous and efficient distributing system that I need for the continuance of my own prosperity? You must, not a few of you, but all of you, cast aside those occasional but nice little methods that result to-day in a few hundred dollars profit but

which, if indulged in year after year, break down all possibility of the retail bookseller becoming the most important factor in your business of selling books.

A Record of Striving

That this is a conviction that many publishers are gradually acquiring is best evidenced by the formation and continued operation, during the last three years, of the National Association of Book Publishers. I believe the publishers have arrived at this new attitude in bookselling, this new attitude which has caused them to spend during the last year nearly forty thousand dollars to obtain more publicity for books, to enlarge the market for books, increase the number of bookstores and make it possible for existing booksellers to conduct their business more efficiently and hence with more profit. As an Association, we should, and I believe we do, recognize this new attitude and be willing to cooperate to the fullest extent. The work of the National Association of Book Publishers is, however, only at a beginning, which must go on until it reaches limits that were not conceived by those who organized it. I would suggest that, in addition to the work they are now doing, they set about the establishment of a code of ethics, a code of ethics for publishers, which because of its fairness in trade practice, and its concerted adoption, and the constant adherence of all publishers will cause most of our present difficulties of relationship to "fold their tents like the Arabs and silently steal away."

And now for this new attitude as it must be shown by the bookseller. In this I think we are already a few steps ahead of the publishers. While I appreciate the need for each of us individually to strive at all times to keep up our efficiency, to be in step with progress, I also fail to see how the correction of the collective faults of which publishers accuse us can solve all our difficulties. The history of this Association is a record of that striving to perfect ourselves in accomplishment which may be matched but certainly not surpassed by many other trade organizations. Men and women do not meet year after year in constantly increasing numbers, concerning themselves seriously with the solving of common problems, the correction of general faults because they are inefficient and unprogressive, quite the opposite. Furthermore, I am convinced that the results of this, our twenty-fifth Annual Convention will prove to all who think otherwise, that the booksellers are more than prepared to meet the publishers half way on all questions which affect our mutual welfare. The constructive plans which will be submitted to you at this Convention, for your approval, later to be carried out by your Executive Secretary, will show, without a question of a doubt, that the bookseller has grasped this new attitude and that he has that vision of what bookselling may become. I have purposely refrained from going into detail on the many questions which involve discounts, direct advertising, direct selling, special editions, premiums and the various other questions in violation of fair trade practice which are thru necessity constantly occupying our attention, because I believe that before all these should come a realization on the part of publishers of where their best and most lasting interests lie, so that their actions may be governed accordingly and then no one of these things, which we as booksellers now object to, can possibly exist. In the game of bookselling the publisher has always made the rules. Our efforts have been to have these rules revised so they will be fair to both players.

More and Better Books

In conclusion, I again quote John Macrae from a letter which he wrote to me in response to my invitation that he be present with us at this Convention, in which he says: "I have been more convinced during the past year than ever before in my experience, that the prosperity and success of American publishing is largely if not wholly dependent upon the prosperity and the success of the bookseller," and I have again quoted Mr. Macrae to remind you that when all publishers shall share his conviction and shall show this conviction in their daily trade practice in their relations with all booksellers—then and then only, with, of course, our most active and efficient cooperation, will bookselling in America reach that desirable condition, where we shall be crying not for "Fewer and Better Books," but for "More and Better Books," and we shall all—both publishers and booksellers be engaged in this "More and Better Bookselling."

Treasurer's Report, May 1924-1925

By John G. Kidd

TWENTY-FIVE years from the beginning of the Association, the first meeting of which was held in the Victoria Hotel in New York, it is a real pleasure to bring you the message of prosperity that the treasurer's office can bring.

The assets have very materially increased, and, due to the splendid work of the officers and the various committees, the future is very bright indeed, and in connection with the proposed motions and various features which they have to inaugurate later, I want you all to listen carefully, if not interestedly to the statistics I have to read of the assets and the liabilities of the organization.

Balance in Treasury, May, 1924			$986.57
Receipts, May, 1924-1925			
Certificates of Deposit Cashed		3,400.00	
Interest on Deposit Cashed	142.01		
Interest on Bonds	127.50	269.51	
422 Members' Dues @ $10.00	4,220.00		
298 Associate Dues @ $5.00	1,490.00	*5,710.00	
From New York Entertainment Committee		836.44	
Refund from Merchants' Adv. Fund		10.00	10,225.95
**TOTAL			$11,212.52
Expenditures, May, 1923-1924			
Reporting 1924 Convention	169.73		
Stenographic Salary Account	288.72		
Printing—Postage, Circular Letters, A.B.A. Bulletin, Fellowship Blanks, Roster, etc.	1,602.82		
Officers' Expenses, including Traveling	681.26		
Board of Trade Account	100.00		
Fair Trade League	100.00		
Year Salary to Executive Secretary	500.00		
Incidentals	39.00		
Salary for Working Secretary, last week of March and April	266.66		
Contingent Ex. for Secretary's Office	109.30		
Working Sec. Travel Ex. to Baltimore, Washington, New England, etc.	75.86		
Watches for Retiring President and Chairman of N.Y.C. Entertainment Committee	162.50		
Refunding Dep. check to Coe Bros.	10.00		4,105.85
1 Liberty Bond and Interest		1,016.90	
Certificates of Deposit		5,000.00	6,016.90
May 9th, Balance Cash on Hand in Bank			1,089.77
TOTAL			$11,212.52
Assets			
U. S. Liberty Bonds 4¼% Par Value in Safety Deposit			3,000.00
Certificates of Deposit Earning 4% in Safety Deposit, Maturing November 4, 1925			4,000.00
Cash in Bank, May 9, 1925			1,089.77
			$8,089.77

*The real income for the year.
**Plus $200 more since convention opened.

Statement of Bank Balance, May 4th, 1925

(A) Checks Out Not Listed on May 4 Bank Statement—

Check No.	304	Voucher	34	....	$ 4.48	
" "	305	"	35	.....	9.30	
" "	306	"	36	.....	3.10	
" "	307	"	37	.....	32.57	
" "	280	"	15	.....	216.66	
" "	308	"	38	.....	10.29	276.40
						884.77

(B) Deposits not listed on Statement, May 4th—

Deposited May 7th	150.00	
Bank Shortage	5.00	
Deposited May 9th	40.00	195.00
(C) Overpaid J. V. Sheehan Co., Oct. 31		10.00
Cash Discounts taken for year 1924-1925 .	$25.64	1,089.77

Comparative Statement of Growth in Dues Collected, Expenses, Net Assets, Membership, etc., for a period of six years

	1919-20	1920-21	1921-22	1922-23	1923-24	1924-25
Dues Collected from Members	2682.00	2980.00	3802.50	4405.00	4910.00	5710.00
Net Expenses not including purchase of Certificates of Deposit	2674.47	3047.66	3923.59	2684.00	4596.38	4105.85
Net Assets end of each fiscal year including Bonds and Certificates of Deposit	2758.10	3132.15	3063.56	5036.62	5696.57	8089.77

	1920	1921	1922	1923	1924	1925
Membership each fiscal year	272	353	437	554	720	745

Regular Bookseller Membership ... 56%
Associate Bookseller Membership .. 29%
Regular Pub. Membership 8%
Associate Pub. Membership 7%

At the 1924 convention we started with 680 members and we wound up with 720 in 1924. Owing to the fact that we wanted to have a clean-up on our books, we went thru the ledger and crossed off all the names of the members who had permitted their accounts to run three years or better. It seemed to me that either they should pay or they should not be members any longer, and in cleaning up the ledger we dropped 90 names.

We have now 774 members, net paid members or those that will pay, and it is a very healthy growth indeed, but it does seem to me that the amount of money the associate members have to pay and the regular members, $5 and $10, is so small that the very least cooperation we can get from the Association and the respective members is that they should pay their accounts promptly.

During the past year the relative percentage of memberships as between the publishers and their associates and the booksellers and their associates has changed quite considerably. The regular bookseller membership at $10 is 56% of the whole, associate memberships 29%; the regular publishers' membership is 8% and the associate membership is 7%. Those later figures have been cut in two this last year. In other words, we are gaining more members from the booksellers than from the publishers.

THE Publishers' Weekly
The American Book Trade Journal
Founded by F. Leypoldt
EDITORS
R. R. Bowker F. G. Melcher

May 23, 1925

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —Bacon.

International Relations

THE American Booksellers at their Chicago Convention were peculiarly pleased to find that their relations to other branches of the book-trade were being strengthened, a fact that was emphasized by the presence at the convention of a delegate from the Associated Booksellers of Great Britain and Ireland, Basil Blackwell of Oxford, accompanied by Mrs. Blackwell; and also of A. H. Jarvis, bookseller, of Ottawa, president of the Canadian Booksellers' Association whose convention is to be held next month at Ottawa and Grace Tremeer, the executive secretary of the Association of Canadian Bookmen, recently organized with headquarters at Toronto. Both took active part in the program and had many opportunities to meet the delegates.

It is hoped that such contacts will increase from year to year. By resolution of the convention, the greetings and good wishes were conveyed by both of these visitors to their respective organizations.

The convention had also received an invitation from the German booksellers to attend the hundredth anniversary of their organization at Leipzig, and, as the German convention was held on the same day as the American convention, a cable of greetings and good wishes was sent.

Representatives of the American trade will be at the Canadian convention in the second week of June at Ottawa, and it is hoped that some representative of the American book-trade may be present at the English convention, which meets in Liverpool next week.

Coöperative Clearing House

THE most lively discussion of the executive session developed around the proposal for a booksellers' clearing house, a question brought forward by the Board of Trade, thru a special committee which had studied the situation and whose detailed report was printed in the *Publishers' Weekly* of May 16th. The suggestion was referred to the Resolutions Committee, which brought in a resolution favoring such a program. The plan was adopted by the convention, after lively discussion, an amendment giving the Executive Committee authorization to go ahead only when it had the promise of support from at least a hundred houses.

Such a plan opens the way for one of the most far-reaching programs that the Association has ever undertaken, and it is certain that this should be entered upon with care and only with the assurance of good support. Of the logic of such a development, the *Publishers' Weekly* is very firmly convinced. Systematic distribution of books is the main line of progress in the great European book-trades, and it is logical that the principles which they have developed should be applied to this country, where long distances make it even more imperative that every item of expense should be watched and every move for efficiency encouraged. Every national book-trade group has given general recognition to the fact that efficiency and ease of distribution are a common problem of publisher and bookseller, and it is only by easy and swift flow of books to the public that sales can be given their greatest encouragement.

Altho the far-reaching significance of the plan is fully understood by Ernest Eisele, of Brentano's, chairman of the special committee, with his wide knowledge of European conditions, it seems well that every effort should be made to make those principles fully understood by the whole trade and to take advantage of every resulting comment, in order that the plan finally adopted should be properly adjusted to American conditions.

Without the benefit of careful consideration, the A. B. A. might simply develop one more enclosure house to compete with half a dozen others which would still continue

to exist. There is no reason to think that, if this were brought about, the cost would be any less than that of the commercial houses, as a competition has kept their rates down to a small margin of profit. The program must be so thoroly developed that the trade will be served with an efficiency far greater than by the present methods and thus have an institution which will justify the Association's attention to the difficult and delicate business. It is certain that this is a broad program and should be entered into with study, patience, and persistent effort in order that it may achieve a real effectiveness. Any halfway developments will be fatal to future developments along these logical lines and will react to the disadvantage of the Association.

Sub-Sections of the A. B. A.

THE fact that the general sessions of a big convention offer little inducement to individual discussion of book problems from the floor makes it the more important to develop plans for section meetings, and this may well lead to still further developments. The College Bookstore Association, with its separate organization and its successful program of morning meetings, gives a suggestion of such a plan. There always are at these conventions many delegates from houses especially interested in religious books. Might it not be well to elect each year a standing chairman of the religious book section who would help the interchange of correspondence during the year and who would organize the round table conference for the next meeting? Small town booksellers have their special problems, and a permanent chairman for such a section might be elected who would bring to the next convention very clearly outlined plans for discussions and who would find ways of keeping in touch during the year with those who were selling books in cities of the smaller size, thus greatly assisting the work of the president and Executive Committee. The same might be true of the children's book specialists, and later, if the program of the Resolutions Committee can be carried out, for the second-hand dealers, rare book dealers, etc. All of these groups will be brought together at the main sessions.

The Obscene Book

THE Booksellers' Association again went on record as opposed to all selling of indecent literature, tho opposed to a program of censorship. It may well be that during the coming year some real headway can be made to clear up the soiled fringes of the distribution of print. The *Publishers' Weekly* has always contended that the book-trade should be a unit in opposition to the sale of books that are deliberately intended to appeal to the salacious-minded and that most booksellers know where this border line is. If the bookseller honestly feels that a certain book falls into that class, he can make his own stand and eliminate the book from his particular shop. In the last month, there have been two or three arrests, indicating that the postal authorities are using their power to clean up the selling of books which are notoriously indecent, and in several cities there is now going on a clean-up of the magazine stands that has been long overdue. If the book-trade is to be taken seriously by the public in its avowed intention to keep to high standards, it should be steadily supporting such movements, and the resolution passed by the convention should not be allowed to be simply a formal matter without result but should stimulate every bookseller to reëstimate his situation and to place his bookstore in the right light.

The Anti-Evolution Law

TENNESSEE'S Anti-Evolution Law bids fair to raise Darwinism to a major issue and all books on evolution will be given new impulse in sale and a much wider popular reading. The question of the constitutionality of the law has been brought promptly into court by George W. Reppleyea, a coal dealer and a devoted believer in evolution, in order to obtain a decision, and a teacher of the Rhea County High School, Dayton, Tennessee, J. T. Scopes, is to be prosecuted for teaching from "Civic Biology" by George W. Hunter, a textbook published by the American Book Company and used in the state of Tennessee. William Jennings Bryan has offered to handle the prosecution, and Dudley Field Malone and Clarence L. Darrow have volunteered to act without fee for the defense.

Report of the Secretary

By Belle M. Walker

The American News Company, Incorporated

THE American Booksellers' Association is taking on an international importance. We have received from the Booksellers' Exchange in Germany an invitation to its centenary which takes place this week, and this morning we have sent a cablegram, *"American Booksellers' Association in twenty-fifth convention sends congratulations on your centenary."*

Last year we had the honor of having with us R. R. Bowker, who was one of the three survivors of the American Book-trade Union which took place at Put-In Bay, Ohio, fifty-one years ago. That was the first convention of the American Book-Trade. Greetings were sent to the other two survivors at the suggestion of the delegates, to Timothy Nicholson of Nicholson & Brothers, Richmond, Indiana, and to Thorvald Solberg, the Registrar of the Library of Congress.

BELLE M. WALKER, SECRETARY OF THE AMERICAN BOOKSELLERS' ASSOCIATION

The invitations we have received to hold the next convention number fifty-two:

We have received four invitations from California, two from Canada, one from Georgia, one from Indiana, two from Illinois, one from Kentucky, one from Louisiana, three from Massachusetts, twelve from Missouri, and from St. Louis, I should judge that every inhabitant of St. Louis sent us an invitation. We have three from New Jersey, one from New Hampshire, nine from New York, one from Ohio, three from Pennsylvania, two from South Carolina, one from Texas, two from Virginia, and one from Wisconsin. These have all been turned over to your resolutions committee and they include chambers of commerce, governors, mayors, convention and publicity bureaus.

Last year and the year before last, we talked about an emblem, and I have brought with me some designs, which, owing to the work of the convention, delegates did not look at. Now I have had one drawn that the booksellers can put in their windows, which can be obtained for 20 cents each. The decalcomanias can be procured at 11½ cents each.

I have here a map giving the total number of booksellers in each state, and in a circle, the number of our Association that is represented in that state and this is all keyed alphabetically by state. This I will have put on the bulletin board so that you can all look at it. It is possible that it might help create a greater interest and it might help in making for bigger membership because you could tell at a glance just how each state was represented and what proportion of booksellers were members of our growing organization.

The Board of Managers of the National Congress of Parents and Teachers has asked our cooperation in its effort to eliminate the sale of vicious literature. Harmon B. Stephens, who is associated with the University of Wisconsin, is national chairman of standards in literature for the Congress, and he wanted to hear

any plans that we might have or that we could suggest to stop the sale of this literature. The letter was sent to your President.

Last year, 276 papers mentioned our convention and we had about 52 editorials. One of the editorials, it seems to me, is rather on this line. It came out in the Dallas *News* of Texas.

> "The cure for a flood of unworthy books is borne on its own tide. In time it breaks down the reading public's capacity for such reading and is dissipated in backwaters and stagnant pools while the steady channel of literature remains, a little broader in places and a little deeper in others, but above all else the better for having been flushed clear of driftwood and debris. And it is the same channel that carries the legitimate commerce of thought, waters the plains of common wholesomeness from the clear streams of the heights and gives sustenance to the finer life of the people as a whole."

I have presented to one of our committees a letter from a woman who gives radio talks on books during the Woman's Hour of W J Z. She has had numerous letters asking for the names of books and asking where they can be bought, showing that radio does help in the sale of books. The space given to books in the press; in the magazines; in the pulpit; by the splendid work of the National Association of Book Publishers; thru the bookselling schools; the Federation of Women's Clubs; the new bookshops, etc.; the awakened interest in children's books, means there is bound to be an increased interest in reading.

Surely when the *Atlantic Monthly* will devote nine pages to an article pertaining to a subject which was the slogan of our convention last year, "Fewer and Better Books," it shows that we are getting magazine attention.

President McKee celebrated this twenty-fifth anniversary by putting a woman in as the head of the program committee and a cause of real celebration is the putting in of an executive secretary.

The President of the Women's National Book Association, Effie Hubley, and the Board of Managers delegated me to make a slight gift to your Association thru your President. This gift is in the nature of congratulation on your progress and also appreciation for putting its members on your executive board. I take great pleasure in presenting this token of esteem to the American Booksellers' Association.

PRESIDENT MCKEE: A reply to this is one speech that I have not prepared. Without knowing what it is I accept it for the American Booksellers' Association. (He opens box and exhibits a gavel.)

Inscribed upon the silver band are the following words:

"Presented to the American Booksellers' Association, 1925, by the Women's National Book Association."

Well, you probably didn't know, neither did the Women's National Book Association, that the thing that worried me most before beginning this convention to-day was whether or not there would be a gavel in this hotel. And now I hope that you will convey to the members of the Women's National Book Association my appreciation as the president of this Association and the appreciation of all future presidents of the American Booksellers' Association, who will never again have to worry about having a gavel to call the meetings to order.

But to be serious for just a moment, I think this is very delightful, and I think not only the officers of this Associaiton but every member of it are more than pleased, in fact, are somewhat touched by this very delightful little gift. I hope someone will quickly make an occasion so that I can use it for the first time.

I now have the pleasure of calling upon L. B. Vaughan, Chairman of the Entertainment Committee of this Association.

L. BRENT VAUGHAN: I have a very short story to tell. The entertainment features, as you know from perusal of the strip ticket, consist, first, in this get-together dinner dance tonight.

Tomorrow at twelve-thirty we will take you to the celebrated Union Stockyards where Harold Swift will give a luncheon for the whole convention.

After we finish the luncheon and view of a certain small part of the plant, we want to take you to the University of Chicago, feeling that if we show you the Swift plant and the University of Chicago,

we shall be showing you the two greatest things in the City of Chicago. Then we will take you around the boulevards and parks of Chicago, which we believe are unexcelled in any of the smaller cities at least, and some of the larger, and get you back here in time to dress for dinner and go to the theater in the evening, which is given by the so-called, more or less, publishers of Chicago.

Grace George opens here this evening in "She Had to Know" and we have bought the house for tomorrow night. We shall be very glad to have you present on that occasion.

Wednesday evening we go to the Chez Pierre Club. Mr. Chez Pierre, the artist of whom you have all heard, conducts this place in artistic manner. We have engaged some local talent and some professional talent. You can dance and along toward twelve or one o'clock we propose to serve you a modicum of food, which you may or may not eat.

Thursday evening, along about seven o'clock, we are to meet in this room for the annual banquet.

On this occasion, also, the publishers of America have contributed some twenty-one souvenirs.

Of course, I am under obligation to Mr. McKee for the privilege of making all these arrangements, together with my excellent committee, who, by the way, have done most of the work, I am pleased to say, but we figured up here that we are giving you for one little red ticket, a sum total of $53.50 for $12.00. Can you beat it?

MRS. JOSEPHINE M. GREENE: There isn't anything that I can say for the Program Committee except this: I had in mind that our papers and our talks would constitute a message worth while taking home from the convention. I think possibly that is what we have all convened for, and the program speaks for itself.

PRESIDENT MCKEE: Mr. Remington, I would like to have at this time a report of the Membership Committee, of which you are Chairman.

Report of Membership Committee

By Stanley G. Remington, *Chairman*

AT the convention in 1923 your membership committee presented two hundred new members. Last year we presented two hundred and fifty, so when we took over the campaign this year there was, after all deductions had been made, a net membership of 655. Had there been no deaths, delinquents or resignations we would have at this time well over the figure set as the goal, but this goal included publishers and their representatives. The goal we now have in mind should be one thousand booksellers. I have been told that there are two thousand or more bookstores in this country, so when I say our goal should be one thousand booksellers, do not misunderstand me and think we do not want publishers, and our friends, their representatives. What I mean is that our aim should be primarily to interest the bookseller, because this is his association. This is not a big order when you consider that nearly 30% of all the booksellers are now enrolled.

STANLEY REMINGTON, CHAIRMAN OF THE MEMBERSHIP COMMITTEE

We have among our members men and women who stand out prominently in the trade. There are many others equally prominent, who will not join. Why? Because we

have not sold the association to ourselves. This was evident when we sent a pledge to every member asking them to promise to secure one new member by convention time, and we received only twelve responses. Something is wrong somewhere, but not with the twelve who responded, for some pledged two or three and one pledged five, and they all made good.

What we need most of all, is real enthusiasm and *belief in what the association is able to accomplish. You were promised an executive secretary, he is with us. You were also promised a Trade Bulletin,* our president has started this. So the promises made last year have been kept and put into operation.

I do not believe you fully realize the possibilities of our organization, for if you did, none of you could rest until the associates in your own town were members. *Associates in the trade are not competitors.*

There is a great undercurrent of uneasiness just a bit under the surface. Many of the existing evils can be remedied. We are only half organized and not at all cooperative.

Our thanks are due to all members, publishers and trade journals for their cooperation and help rendered us.

Now, Mr. President, I have the honor and pleasure of presenting to you the number of one hundred and twenty-three new members.

PRESIDENT MCKEE: Last year, after my election, when I thought about planning the work of the year, I felt that I wanted Mr. Remington again to undertake this important work of membership. While we felt that perhaps in the future the work of increasing the membership of this Association should be the work of the Executive Secretary, we were not certain at that time just how long it was going to take us to find an executive secretary, and we felt that this membership work should go on. I found Mr. Remington, as I hoped, very willing to undertake it again.

The difficult part of his work is in getting individual members of this Association to cooperate with him in his campaign, and I don't think you realize how easy it is to get members for this Association or you would respond, you would have responded, and you will in the future respond more readily to his appeal to help him in this membership campaign. I found that the possibilities of my adding new members to this Association were only curbed by the lack of time which I had to sit down and write letters to people I thought ought to be members. Very few people that I wrote to did not come back with a membership.

And I found that these members whom I could add to the Association's roll with ease were not all representatives of publishers, but they were booksellers scattered thruout the country, and I want to tell you there are booksellers just waiting around this country to join the Association, and I think we ought to bear that in mind next year in our membership work.

PRESIDENT MCKEE: We now come to one of the most important items on our program, the report of the Board of Trade, which will be presented by Cedric Crowell, the chairman.

Report of the Board of Trade of the American Booksellers' Association

By Cedric R. Crowell, *Chairman*

THE Board of Trade respectfully submits to the officers and members of the American Booksellers' Association in convention at Chicago, this 11th day of May, 1925, the following report of its activities during the year just concluded, together with recommendations for increasing the business of the members of our Association.

The purpose of the Board of Trade, as stated in the Constitution of the American Booksellers' Association, is as follows:

In our work during the year and in submitting this report we have tried to keep that purpose in mind. The success of our efforts on behalf of the Association is dependent on the adoption in your several stores of such recommendations of the

Board as the Convention endorses. Your elected representatives can only suggest policies and reforms—their accomplishment and success is your responsibility.

The duties of the Board of Trade shall be to handle all matters bearing on retailers' relations with publishers, jobbers, and others handling books, introducing and carrying out in cooperation with them such reforms as would tend to the improvement and bettering of bookselling in the United States, and to take up such matters as shall be committed to it by the Association or Executive Committee.

I

A preliminary survey has been made under the chairmanship of Joseph Estabrook, of Hochshild, Kohn & Co. of Baltimore, of the feasibility of developing on a national scale the "Books by Telegraph" idea. The Board of Trade suggests that this inter-city book delivery service should be available only to members of the Association; that it should be centralized in the office of the Executive Secretary of the American Booksellers' Association; and that an equal division of the gross profits between the bookseller taking the order and the bookseller who fills the order would be an equitable distribution. The Board of Trade endorses this idea most heartily and believes it a sure method of increasing book sales among the members of the Association. We urge the convention to take some definite steps to adopt the idea and to insure the early organization of the necessary procedure to handle this effective book sales builder.

II

A committee under the chairmanship of Mr. Eisele, of Brentano's, New York, has made an exhaustive study of the desirability of the Association operating for its members an enclosure house in New York. This committee has had the advantage of Mr. Eisele's wide knowledge of the successful operation of such organizations in foreign countries, notably Holland and France. This knowledge has been supplemented by a careful survey of the needs of the American booksellers. Several joint conferences have been held between the committee and a committee from the Nation Association of Book Publishers, whose members will coöperate with us. At the conclusion of my general report, I shall, with our president's permission, ask this committee to present its findings and recommendations in detail. Its recommendation has the hearty endorsement of the Board of Trade, and we urge the members of this Association to avail themselves of the scheme as it will be outlined. In the opinion of the Board of Trade, this is one of the most important projects that the Board has ever introduced.

III

A study has been made of the feasibility of organizing and developing a bureau for the syndication of book reviews to embrace in its scope the newspapers in communities where book reviews are only occasionally, if ever issued. A committee under the chairmanship of Ralph Wilson of McDevitt-Wilson, New York, developed some extremely interesting facts and discovered that a similar bureau was already in contemplation by a group of journalists who had been working on the idea independently. The officers of this group, known as the Bowcartyn Book Service, met with the Board of Trade, but the magnitude of the financing necessary to the establishment of a syndicate for book reviews deterred the Board of Trade from further effort in this direction. We feel, however, that the proposed work of the Bowcartyn Book Service or any similar effort by any other group to popularize the publication of book reviews in the American press merits the endorsement and support, wherever possible, of the American Booksellers' Association, the National Association of Book Publishers, and the individual members of both organizations.

IV

A revision of the Code of Ethics of the A. B. A. has been prepared by a committee of the Board, under the chairmanship of Frederick Lacey, of Putnam's, New York. The Board of Trade requests that the excellent report of the committee be studied by the Resolutions Committee for immediate adoption, and reference to the Convention at its business session.

V

The Board of Trade has noted that during the past year there have been fewer instances of offers of books as premiums, or the publication of special cheap editions for exclusive mail order sale. The Association should, in the opinion of your Board of Trade, register its appreciation of this coöperation by most of the publishers and strongly urge those who still adhere to this dangerous practice to discontinue it imme-

diately. Its continuance, in our opinion, means a handicap to the booksellers out of all proportion to the returns to the publisher.

VI

The Board of Trade believes that, if the business of book distribution is to be continued successfully in the present general channels, there is one cardinal economic principle which must constantly be borne in mind—and that is compensation—compensation to publisher and bookseller. With the constantly increasing costs of operating retail shops, i. e, salaries, light, heat, postage, advertising, and store rent, which the United States Chamber of Commerce states has increased 66.5% since prewar days, the fact is more and more patent that the bookseller's margin of net profit has continued to decrease. We believe that publisher's costs have similarly increased and their net profits decreased, in spite of price adjustments. We believe that, if the efficiency of the book distribution machinery is to be increased, there must be a wider margin of profit at least to the retail bookseller. If individual publishers feel that such an increase in discount imposes a prohibitive burden on them, we urge them to make such price adjustment, particularly on short discount books, as will insure a fair return to publisher and bookseller. Your Board of Trade urges individual publishers to make an unprejudiced study of the facts in the case, and to make such discount or price adjustments as will contribute most effectively to larger and more profitable book distribution machinery. Nothing contained in the recommendation should be construed as an exhortation to publishers to increase book prices willy nilly; but, if a reasonable discount and present general price standards are inconsistent, your Board of Trade feels that prices, where necessary, should be increased.

VII

National legislation on price standardization is still pending at Washington. The Secretary-Treasurer of the American Fair Trade League, in a letter to the speaker, dated May 6th, 1925, states that:

"* * * there is a substantial sympathetic majority in the new Congress and all elements of the administration are favorable, so that there is every reason for confidence that the next twelve months will see a clarification of the law and producers protected against the vast injury to business goodwill and trade-mark rights caused by the present uncertainty and confusion."

The Board of Trade recommends further tangible endorsement of the efforts of the American Fair Trade League for the establishment of a manufacturer's right to set the price at which his product shall be sold. We feel that this is the only method by which the cut price practice can be defeated.

VIII

The Board of Trade, as always, condemns the practice of price cutting. This attitude is based on our knowledge that with the present costs of doing business and the margin of gross profit in the general retail book business, there is insufficient net profit to make the practice feasible. The Board of Trade particularly condemns the practice sometimes resorted to by publishers of soliciting direct by mail business at a price reduction below the basic retail price as quoted by them to the bookseller.

IX

We urge that all publishers in all their advertising, carry the slogan—"For Sale by your Bookseller"—or similar words.

X

The Board of Trade endorses the work of the Year-Round Bookselling Committee and urges booksellers everywhere to cooperate with the Committee in its efforts to stimulate book reading and book ownership.

XI

The Board of Trade recommends common observance by all booksellers and publishers of postage extra on all purchases of regular trade books for mail delivery to customers. We suggest that in addition to the price, all publishers indicate on the book jacket and in all advertising, postage extra.

XII

The Board of Trade still maintains that booksellers cannot profitably quote libraries at a discount of more than 10%. We feel that any business done in excess of that discount is done at a loss. We, accordingly, denounce the practice of some publishers and jobbers of quoting libraries at practically wholesale discounts, and we urge them to give the bookseller, who is their best customer, the protection to which he is entitled, and offer to libraries, only, such uniform discount as the bookseller

can meet. This will make the competition based on service instead of excessive discounts.

XIII

The Board of Trade feels that the American Booksellers' Association can and should attract to its membership not only the dealer in current publications, but also second-hand book dealers, rare book dealers, subscription book publishers and book sellers, educational and technical book publishers and booksellers, and business book publishers and booksellers. We urge all publishers and booksellers to make this association theirs and bring to it their problems and their help. We urge every bookseller in America to join the American Booksellers' Association and give it his support. We believe that our Association can never reach its maximum effectiveness unless we are truly representative of the book-trade of the country.

XIV

The Board of Trade recommends that serious consideration be given to the adoption of a suitable trade emblem for our Association and its members. In our opinion the present emblem is unimaginative, lacks distinction, and is not symbolic of the business—or, if you please—the profession of bookselling.

XV

The Board of Trade recommends to the entire membership of the A. B. A. a systematic training of its personnel in the theory and technique of bookselling from its many angles. We belive an intelligent, well-informed personnel is the best guarantee of increased sales and profits. The organization and operation of study courses in bookselling in various cities, has the hearty endorsement of the Board of Trade; and we recommend wherever possible, similar local educational programs.

XVI

The Board of Trade urges all of its members to study more carefully the question of bookselling by mail, particularly in territory which is inadequately covered by retail bookshops. Here is a large field for increased sales for every energetic bookseller who can conceive and carry to completion a mail-order program.

XVII

The Board of Trade urges the entire membership of the A. B. A. to coöperate actively with the office of the Executive Secretary of the Association in the adoption of suggestions sent out from his office during the ensuing year.

This report, ladies and gentlemen, is submitted for your careful study and consideration. On paper, or in delivery, it means nothing. We believe that it contains suggestions, which, if adopted in actual practice, will increase the sales and profits of the members of the American Booksellers' Association.

PRESIDENT MCKEE: This report is really not concluded until we have heard the more detailed report of Ernest Eisele on the enclosure, which Mr. Nye is going to read at this time, and I will then, at the conclusion of Mr. Nye's reading, call for your pleasure on the Board of Trade report as a whole.

SIMON L. NYE:

I HAVE the privilege today to read the report of Mr. Eisele on the enclosure proposition. We are going thru a period of construction and reconstruction, starting first with the appointment of an executive secretary. You will have the privilege at this convention of listening to the most constructive policy that has ever been presented and upon which you may cast your vote in our executive session.

(Mr. Nye read Mr. Eisele's Report which was printed in full in the May 16 issue of the *Publishers' Weekly*.

Moved and carried that the report be referred to the Board of Trade.)

PRESIDENT MCKEE: The report of the Board of Trade mentioned, and various other times during this convention we have made mention of the National Association of Book Publishers and its work. We are quite as much interested in the work as we are in our own, for I believe it was out of mutual needs that this Association came into existence. As has been our usual custom at these conventions, because we are vitally interested, we call for a report of the executive secretary of that Association, and I take great pleasure at this time in calling on Marion Humble for a report from the National Association of Book Publishers.

Year Round Bookselling

By Marion Humble

Executive Secretary of the National Association of Book Publishers

FIRST of all, I have great pleasure in bringing you the greetings and best wishes of the National Association of Book Publishers, which comprises, as you know, sixty-five of the leading publishing houses, Mr. Vaughan modestly said, some of them more or less in Chicago, six members, to be exact, of these sixty-five.

I have always great pride in talking to you because my first position in the book-trade and my first salary from the book-trade was with the American Booksellers' Association in conduct of Children's Book Week in 1920, out of which the whole promotion campaign, which the Publishers' Association is now conducting, has grown. We feel very much gratified that this promotion campaign, perhaps partly because it started with yourselves, seems to have unanimous acceptance and use by booksellers.

MARION HUMBLE

There are 2800 booksellers in this country, in Japan, and England, Canada, China, Australia, using the ideas and material which are furnished in this campaign. There are in addition some 600 or 700 libraries and actually 7,000 schools which have received this book promotion material directly from us and which, of course, come to you for their books. We had this remarkable mailing list of 7,000 schools during the last Children's Book Week, and we recently wrote to all these schools asking them if they would not be interested in continuing the good impulse of Children's Book Week thru the year, working them into the year-round campaign. We had a response from 2100 schools which are now using the vacation reading ideas, organizing vacation reading clubs, suggesting books for graduation presents and working thru all their organizations to help you sell more books.

Of course, it is true that the booksellers who are using this material, which is sent out from our office, are the ones who are making money out of it, and as one bookseller said to me this morning, "It isn't only that we use your material but that it gives us ideas which we adapt to our own communities." This particular man suggested that it would be a good thing if the exhibit, which is in the lobby outside for you to study, could be sent around the country that booksellers everywhere may see exactly what is being done by other dealers.

Our main purpose is, of course, to help you sell more books and to reach a wider public. One thing that we are doing, which some of you perhaps are not making the most of, is to establish contact with national organizations, with national magazines and with newspapers which have large circulations.

For instance, the General Federation of Women's Clubs, during the past two years, has worked out a remarkable book promotion program which has permeated thru all its four million members. Those members are in towns where you are selling books, and if you are in touch with them, I am sure your sales have increased because of those national contacts.

Another thing we have been doing is to make a study of the use of books as news over the radio, and if you have been in touch with radio stations near you, as in San Francisco, for instance, where the radio is being used, you know that you are selling books because of the use of book news over the radio. Mr. Hobson, of The White House in San Francisco, recently wrote us that he could attribute more sales to his radio book table, which is an exhibit of books which are reviewed over KGO every week, than to all his advertising. This is, of course, a remarkable development in book promotion, and one well worth your study and consideration.

Children's Book Week

We have prepared a map for you to use showing all the stations which are broadcasting news. Mr. Hobson has sent a photograph of his radio book table which may give you some suggestions.

One of the specific ideas which it seems to us that more booksellers might be using was started in Los Angeles three years ago. The public library and the Children's Book Store started the idea of "Earn a Book During Children's Book Week," and actually 3,000 children spent money for books in Los Angeles bookstores during that week. The schools, the public library, the bookstores all worked together, the women's clubs, the parents' and teachers' associations helping.

I brought along two or three of the essays which were written in one of those contests to show you how this does permeate into every single home and how much it means to every bookseller, just to give you an idea of what you can do with it next year. It sounds like a commercial idea, doesn't it? And of course it is, but as important a body as the General Federation of Women's Clubs sent a notice to all branches, recommending this idea and the use of it in every community where there was a federated women's club.

Here is one child in Los Angeles who writes something that may be of interest to booksellers.

"How I Earned My Book. During Book Week I was sick and could not earn a book. When I came back my teacher said she had a job at a bookstore for me. That night I went down to the bookstore and split wooden boxes for two evenings. I have earned my book. The name is 'Black Rock'; I like it very much because it is exciting. Here is another essay."

"Last week was Book Week. Almost everybody in our room was earning a book. I sing in the choir at Saint Messiah's church. I get $2 a month. I bought 'King Arthur.' I have read it before, but I got it because I liked it."

So those are not only future book buyers; they are present book buyers.

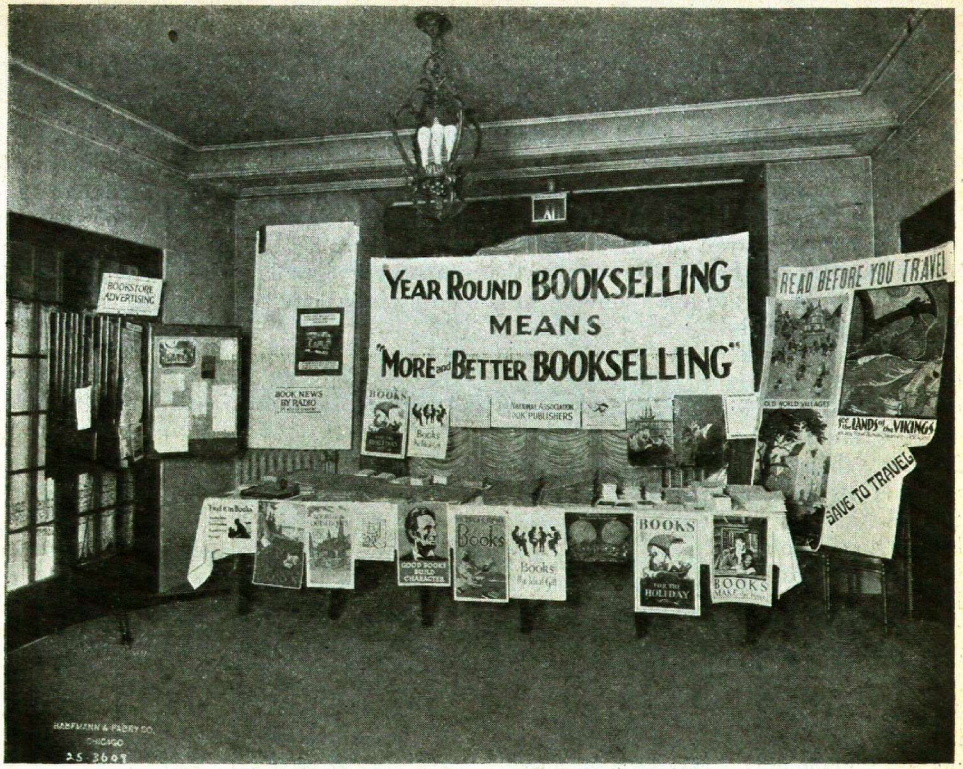
A few cold facts which will interest you I am sure and which may amuse you: During Children's Book Week, which is, of course, the biggest book promotion effort we have attempted, we have been in touch with 4,500 communities, that means thru schools and bookstores and libraries, thru churches and women's clubs, 2,800 booksellers and nearly 1000 libraries, and in addition to those, 6,000 schools. We are reaching not only the United States but 150 booksellers in Australia and New Zealand, many booksellers in Canada, Alaska, Mexico, Japan, Porto Rico, Philippines, and England.

Newspaper Publicity

During 1924, our Association in the publicity which was sent out to newspapers inspired and in many cases actually wrote 100,000 editorials, and 1,300 news stories. This material appeared in 941 newspapers with a total circulation of over 14,000,000. This was publicity, of course, which was used by the newspapers because books to them and to their subscribers are news.

In addition to all this general publicity, the actual advertising which has been carried by the booksellers and the publishers has greatly increased during the general publicity campaign, connecting specific books in the stores and specific books published with the campaign.

The chief things which we are working on now for your benefit, as all of these things are for the benefit of greater book sales, are the ideas of books as gifts for graduation and books as gifts for weddings, books for vacation reading. I suggest that all of you take time to study the booksellers' advertising and publicity in the exhibit in the foyer and talk to us, if you have time, or write to us if there is any-



THE EXHIBIT OF THE PUBLISHERS' ASSOCIATION ATTRACTED MUCH ATTENTION

thing that we can help you with. The *Bookselling News,* which we publish, in a special edition of May 15th, has some ideas for summer and fall publicity which I hope will be useful to you.

PRESIDENT MCKEE: I know we are all interested in this report and very grateful to Miss Humble for bringing it to us. I think we all agree that Miss Humble is too valuable a book person to be divorced from our conventions, and if we can't have her as a bookseller, we will have her as representing the publishers.

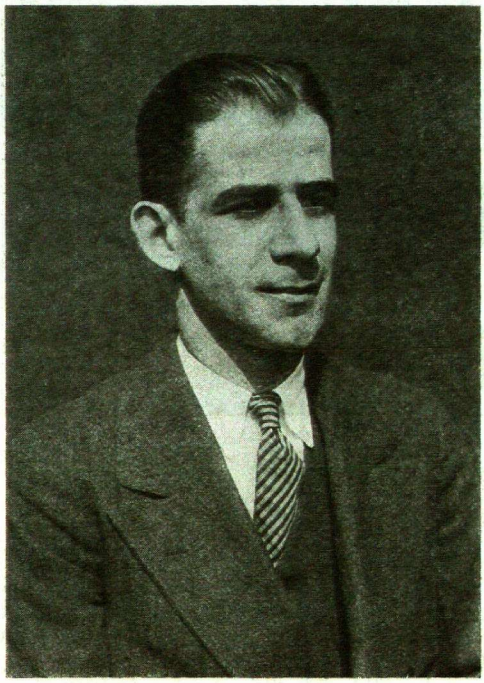
PRESIDENT MCKEE: We now come to what I consider the most interesting thing that, perhaps, I shall have to do at this convention, and I feel particularly pleased that I, as the president of this Association, can have the privilege of introducing to the Association, in person, the first executive secretary of the American Booksellers' Association.

It has been pointed out before that probably the most constructive and most important resolution that was passed last year at our convention was that which empowered the executive committee to look about and, if feasible, employ a person who would be known as an executive secretary for this Association. I have related to you, in one of the bulletins which I sent out, our search for this man. I think that we have made no mistake in choosing Ellis W. Meyers of New York City, a young man who has already, in the short time of six weeks in which he has been in our employ, shown that he has the qualifications which are necessary for the successful prosecution of such an office, and I am not going to take any more time in telling you how wonderful he is, because I have found in the short time he has been with us that among all the other things Mr. Meyers can do he is quite capable of talking for himself. I, at this time, take great pleasure in introducing to you personally Ellis W. Meyers, the first executive secretary of the American Booksellers' Association. [Applause.]

Introducing the New Executive Secretary

I THINK I ought to start by thanking our president for those kind words. I will try to live up to your good opinion of me, sir.

I have been with you for six weeks, not a very long time; I have never been in the book business before; in this I am like Miss Humble. I hope I shall be as well liked at the end of the period of time as Miss Humble is. During these six weeks I have tried to make a study of bookselling conditions. It is a rather hard job in a short time. I have been over the New England states, and as far south as Washington and Baltimore, Philadelphia, and, on the way out here, I stopped at Pittsburgh and Cleveland and, of course, Detroit, and I spent one day in some of the bookshops of Chicago. I heard a lot about the ills and ailments that beset the book business. I suppose that is human and natural; people usually tell you what is wrong first and what is right afterwards. I have always heard a lot about how good and what a wonderful business this book business is, so much so that I discounted (not short discount but 40 per cent at least) the tales of troubles. At the same time I realized, receiving these stories from so many sources, that there was something to look into. So the first thing that I did, after each trip, was to sit down and review the tales of woe, but I honestly believe there isn't a thing that we can't cure; not to-day, perhaps, or tomorrow, but in the course of time, all working together as members of one unit; and, working as a unit, there isn't a thing that has been told me in the line of trouble, difficulties, ills, ailments, perils, or anything else, that we can't wipe out entirely. Altho it isn't a case of doing it over night, in one or two days, it isn't going to take an awfully long time, that is, compared to the length of time that the book business has been a business.



ELLIS W. MEYERS

There are two parts, as I see it, to my job: *organization,* that is, our dealings with one another, our dealings with the publisher and wholesaler; and *promotion,* our dealings with the public, getting more business.

If we cure all of these things that I have been talking about, matters of discounts, premiums and all of the other things, there is no doubt that we shall increase our business to some extent, but, when we have done so, we have only done half a job. Let us look at this problem of increasing our business from the angle of the mathematician. We all take it for granted that everybody who is a book reader and a book buyer spends a certain percentage of his income each year buying books from us. We will take it for granted that his income increases each year and we, no doubt, receive our proportionate share of that increase, but no income increases in leaps and bounds—I won't say, no income, but the majority of incomes do not increase in leaps and bounds. I think we all know that, but slowly and in order to meet increasing costs and in order for us to in-

crease our income over those increasing costs, we have to increase our business out of proportion to the average increase of the average income. As a consequence, we cannot build up but we must broaden out.

The vast majority of the public does not buy books. In fact, I think the vast majority doesn't read, and that is the field, I was going to say, fertile field, but I shan't. It isn't particularly fertile. Yet part of Chicago was built over there where once there was water, and we can make this field fertile by going after it in the right way, and that is the half of the job that comes under the head of promotion, getting more business.

In order to do anything at all, regardless of whether it comes under the head of promotion or organization, we must have the entire cooperation of every individual member of this Association. We must work hand in hand. We must all put our shoulders to the wheel, bear our share of the burden, and we can in that way do more business and make more profit, because when you come right down to it, that is what we are in business for. We want to do it legitimately and honestly. We are in a profession, and we are proud of our profession, but we must live and we must keep up with the times. We must work together in order to do it.

The first thing that you can do in cooperating with your officers, with me, but mostly for yourselves, is to give these plans your entire attention and consideration. Weigh them carefully. Ask as many questions as possible about points that are not clear, and then express your desire in your vote as to whether you feel that the time of your executive secretary and your own time should be used in carrying them out during the next year. Each one of them is meant to increase our business. There is no one plan on earth that can do that in a very great way, in a large way, by itself. But if we find that we have four or five or six ideas, organization and promotional plans, to work on this coming year, and that they are all good, each of those contributing a share toward increasing business should help us a great deal, and with the organization and promotional plans we shall step far forward. We shall have more bookselling and better bookselling.

PRESIDENT MCKEE: I just thought you would like to have a look at Mr. Meyers and hear him talk. At our executive session on Thursday morning, you will find that he has come prepared to give us all detailed information about these various constructive plans, and I am sure you are going to be very much interested in knowing about them.

Early in the year, we, the convention committee of this convention, decided on the slogan of "More and Better Bookselling." Miss Humble, who is full of bright ideas, suggested that the National Association of Publishers, in cooperation with the American Booksellers' Association, hold a contest for the best ideas for more and better bookselling. On my agreeing with her, she put into operation machinery for holding that contest. The papers have been received, have been looked over, and the winners of this contest have finally been decided upon. Miss Humble is now to announce who the winners of this contest are.

MARION HUMBLE: Mr. McKee is very modest about saying that the bright ideas were mine, but I think, perhaps, he is the one to blame because he is the one who invented the slogan, "More and Better Bookselling," and, of course, it suggested the idea of a contest. You would think of it yourselves, wouldn't you? Anybody would, and I am held up in this belief that it is a good slogan by the international adoption of it. Perhaps you don't know that the Canadian Booksellers' Association, which is having its annual meeting in Ottawa in June, has thought Mr. McKee's slogan is the best one that has ever been thought of, and it has also adopted it so it must be pretty good.

This contest we thought might help to carry out the idea of the convention, might bring out some practical ideas for more and better bookselling in the stores, so that was the title that we announced, with three prizes, one of $50, one of $25, one of $10. We drew up an outline of points that we thought you would like to hear about: ideas for publicity and advertising; ideas for community contacts; ideas for training clerks, or the staff as it is perhaps better to call them; and those points with plus sales were considered by the judges.

The entries were very interesting. Some of them came from large store managers, some came from department stores, some from drug stores where perhaps the manager was selling books very well but had a very limited field which had been developed; one came from Barcelona, Spain, one of our constant correspondents who was using our bookselling promotion. The judges were Mr. McKee, Mr. Margolies of Brentano's in New York, and B. W. Huebsch,

A. H. Jarvis, of Ottawa, Canada, is president of the Canadian Booksellers' Association. To him is awarded the first prize. Mr. Jarvis. [Applause.]

[Mr. Jarvis came forward and was given the prize.]

MISS HUMBLE: The second prize is awarded to Mrs. M. E. Teeter, of Morris Sanford Company, Cedar Rapids, Iowa. Is Mrs. Teeter here? I am afraid not; she thought she would not be able to come. This award is interesting because she is in a stationery store, but she has made the book department of that store one of the most prosperous departments.

The third prize is awarded to Charles Pollard, of the Zercher Book & Stationery Company, Topeka, Kansas. Is Mr, Pollard here? I am afraid not. We shall have to send the two absent prize winners wires, but we are very glad that Mr. Jarvis has come from across the border, where there isn't any border, to be with us.

PRESIDENT MCKEE: What I wanted to say before Miss Humble talked, and then decided to add afterwards, was that I want all to realize that this convention has assumed a truly international aspect because of the presence of Mr. Jarvis here as the president of the Canadian Booksellers and Stationers, and that will be further emphasized tomorrow by the presence of Basil Blackwell, of Oxford, England, who will bring us at that time a message from the Associated Booksellers of Great Britain and Ireland. We shall soon have to begin calling this the International Booksellers' Association.

Greetings From Canada

By A. H. Jarvis

President of the Canadian Booksellers' Association

I COME today, fellow booksellers, to bring you greetings from the Canadian Booksellers' Association on the other side—I won't say the other side of the line because there is no line. The only time we know there is a line is when the inspectors come around to see what kind of people we are. When I told them I was going to the Booksellers' Convention, they didn't ask any further questions.

Our Association in Canada is only beginning to get on its feet. We have watched you grow and we are hoping to grow likewise. We have not the great centers that you have on this side of the line; we have not large cities, but we have three cities of over half a million in population. Altho we have not such a large population, we have a great many bookstores, and I think our bookstores compare favorably with yours on this side. I am not boasting. The travelers tell us we are a reading people in Canada. The centers of reading, such as Montreal, Toronto, Winnipeg, Vancouver, and my own capitol, Ottawa, prove that we are a book loving and a book reading people.

We have next month, our own convention, and I would like to invite any of you booksellers who would like to see our capitol city (we call it sometimes the Washington of the north) to come. We have something beautiful to show you there and we have a program with good topics and we are going to have a session of really intellectual and attractive talks for booksellers, something like your program here.

You have your Association, and I hope it will be an international association before long and that we can meet more often together. I believe the good we get from these Associations is beyond measure.

Another thing we have gained from our Association is that we are getting the sympathy and cooperation of our publishers in Canada. We have a few publishers in

Canada and we are getting their cooperation. I was glad to hear what your president said today about the way in which some of the publishers were seeing our point of view about discounts.

One result of our last year's convention was the resolution, endorsing combined advertising on behalf of the bookseller by the publishers. At that time they were doing all their own advertising in papers, wasting money, as we say. We got together and asked them to cooperate with their advertising. That led to the formation of a committee which met with the publishers, and today we have introduced in our own Canadian Association something similar to what you have in the National Association of Book Publishers, and wholly in the interests of the booksellers. I can assure you that we were glad to have this and we will cooperate with the publishers in making this a success. We have with us today our executive secretary, Miss Tremeer, who with myself is here from Canada.

For a hundred years we have had peace between our two nations, and we have in our hands the possibility of disseminating the literature and increasing the reading by the public of literature that is going to work out for the interests of peace and progress. I hope that we shall continue to work together that we may continue that spirit of love and friendship which has been cementing these two nations.

We, as booksellers on our side, feel that we are working with you. We have a purpose, we have a motive and we can do a great work. Some one said today that our main purpose is making money. I agree somewhat with him, but we have a greater purpose as booksellers. We have the great privilege of helping to mould the character of the children, and, when we do that, we are moulding the character of the men and women of tomorrow.

Practical Ideas for More and Better Bookselling in My Store

Awarded First Prize in the National Association of Book Publishers' Contest

By A. H. Jarvis, Ottawa, Canada

THE key-note of our Convention and the thought which I desire to present to you is—"More and Better Bookselling."

I will first discuss the question, "More Bookselling." A live bookseller must love his business. Are we satisfied that we have a business of which we should be proud? If so, let us, with such a vision, get busy and use the opportunity and privilege to sell more books.

The community we serve is hungry for books, and if not hungry the mind and spirit of the people are in need of the very books we have on our shelves. How can we bring these books to them, and bring these people to our shop to become acquainted with books that will be of service to them?

I use a slogan, "A Book Fitly Chosen is a Life-Long Friend"; so, correspondingly, if you have a community which you can serve in books that satisfy, you are making life-long friends and customers for your store.

There are many plans to make friends for your store. The bookstore is often looked upon as an encyclopedia of information. Have you never heard, "Ask over at the Bookstore?" You may foster that spirit by making friends with the kiddies in early life thru school supplies.

Later, with the student, with the lover of birds and flowers, with the man of true sport, with the radio fan, with the poultry and bee specialist, with the mechanic and artisan, and with the litterateur who loves biography and philosophy. Let them know, assuredly, that whatever questions may come to them, the use of your dictionary, encyclopedia or book catalogs is at their command.

Did you ever know that "Ask Mr. Foster," was once a bookseller and as such he enjoyed his opportunity of giving the public his information service? He developed into what is known all over this continent as "Ask Mr. Foster." Thru such "service," we enlarge our friendships and friends so gained will make more friends.

Your windows can be made sales-makers which will bring new friends to your store. Keep the windows clean and alive. An untidy window is a discredit to a bookseller. A clean, live window invites you in. But the half-awake window dishonours our profession and keeps people out. I would display as many titles as possible, with some prices quoted, in my windows and some pointed saying that will speak to the outside customers. The silent conversation may make this outside man an inside inquirer. Once in, make him or her feel at home by suggesting the freedom of the store for browsing.

I offer a few schemes whereby the many who do not pass your store may be so interested they cannot but visit you. Procure mailing lists of Rotary, and other clubs, boards of commerce, retail business men, women's clubs, literary organizations, social and political leaders, music and art lovers, trade organizations, and as books of special interest to these appear, or as you think of a popular book that is well received, use a personal invitation to these people. Thru this they know that you are a live bookseller, and they will want to come and see such a business managed by a man who has interest enough to address them.

Mail to every home where you know thru the local birth notices that a new baby has arrived, a suggestion of birth announcements, baby record books, and books on baby's and mother's welfare, and in the same letter mention your Children's Book Department and thus reach many a new home.

I must also say a word as to a space in your local town paper. If expense must be kept down, I suggest one fifty or sixty line ad is worth more than five twenty line advertisements; so, once a week, make a suggested list of titles of standard practical books, or new popular novels, or biographies, and impress a welcome to visit your bookshop.

How shall we introduce "Better Bookselling" now we have made more friends in our shop? Mr. Bookseller should be in his store and accessible as much as possible, especially during the busy hours. Train reliable assistants to do your detail work so that you can give your attention to the customers, for inquiry about books is more important than the ordering or marking of goods.

Yourself and your attention is appreciated by your customer. Clerks should be informed as to the best books on various subjects, and a word here and there as you see your clerk handling a book will often create in her an interest in her stock.

I impress the need of mental reading of every title that a clerk handles, dusts or "passes by." It impresses the titles of books in stock in her brain.

I would have loose-leaf books, called stock-lists, and have all the titles that are in stock under various heads such as cook books (with the name of the publisher)—radio, poetry, religious, music, nature books, etiquette, biography, reprints, etc. The stock, by a schedule plan, is carefully checked over once every two weeks, dusted, and re-arranged as well. This is a means to more and better bookselling by keeping books that are always asked for, and keeping the stock tidy and inviting. Be sure all book assistants are shown all books as they arrive by either mail, express, or freight. This increases interest and gives them the idea of responsibility.

Now, how can more books be sold by you and your assistants? A customer asks for a certain book, say, "Treasure Island," by Stevenson, in leather. Well, a clerk might be satisfied to show this volume, sell, wrap, and accept the money and, with a "thank you" leave the customer. I would show such a clerk how a word about the other editions of Stevenson, the larger illustrated editions of "A Child's Garden of Verse," "Kidnapped," etc., which are in the Children's Department might be brought to his attention; or I would show the "Life and Letters of Robert Louis Stevenson," just issued, and if the customer becomes interested, I would suggest asking his name, and saying that if any new book on Stevenson was issued, we would be pleased to advise him; and so you have gained the customer's interest, and given him a friendly

feeling towards your store. This could apply to all the main authors and classics and classes of books; get your contact by a concrete case in which your customer is interested.

This week, a customer bought a fifteen-cent poultry magazine, I asked him down to see our books on poultry, and he browsed for ten minutes; he did not buy, but I venture to say he will return if ever he decides to buy a book on poultry. As I see cases where this plan works out, I often show a clerk where she should have followed up a customer and probably interested him or her in other books in which the sale made indicated an interest. The public likes to be shown books, if it is interested, and only can your stock be known by showing. It is the best advertiser, for good books are talked about at "At Homes," and other parties.

I referred to a classified list of customers who are interested in special subjects; if this is followed and acted upon, it will be a great factor in "More Books" being sold. The rural mail thru delivery of general catalogs of books, made up by yourself, sought for by the rural family, is a great boon to "More Book-selling." The rural homes need books, and are only waiting for us to place a list of good, practical and interesting reading matter in their hands (with postpaid prices).

"More and Better Bookselling." Yes, it is ours to enjoy both, for there is joy in selling a book that you know is giving pleasure to your customer, and every sale means not only the customer directly dealt with, but the circle of his friends whom he may interest in you and your bookshop.

So by selling more books, our mutual profits will grow. In closing I submit, "Do not allow yourself, under pressure, to buy heavily on books to save a discount." My plan has been to buy easy and buy often. Thus you are less burdened in carrying on the great work of "More and Better Bookselling."

PRESIDENT MCKEE: Mr. Jarvis, I would like to congratulate you upon your winning paper. I am very glad that you are here. I only hope that either yourself or some other member of the Canadian Booksellers' Association will always be present at our conventions.

"Practical Ideas for More and Better Bookselling in My Store"

Awarded Second Prize in the National Association of Book Publishers' Contest

By Mrs. Lulu S. Teeter

Morris Sanford Co., Cedar Rapids, Iowa

IN recent years the art of selling has advanced rapidly. Booksellers should keep pace, for books may be published, books may be written, they may even be unloaded upon the dealer, be nationally advertised, too, but the retail salesman remains the only direct contact with the "ultimate consumer," the reader to whom must be introduced these new books.

Every bookseller has problems of his own. He alone can overcome them. Careless buying, slip-shod advertising and half-hearted selling are the three arch enemies of "More and Better Bookselling." No bookseller can be successful if he does not advertise his store, his stock and himself thru the printed word and thru every possible personal touch. If he has no contact with his community, knowing few of his customers and caring little for their tastes in books; if he does not hold his stock in check but continues to buy because shrewd salesmen urge him, and if he carries over-stock that grows deader each year, he will soon find himself a futile person, overwhelmed by insurmountable problems.

Mrs. Teeter, being ill with the flu, was unable to attend the Convention and read her paper. It was read for her by John Kidd.

How am I, a Department Manager, to sell more books better, and better books more? By careful buying, well planned advertising and intensive selling.

Ours is an old-fashioned paper, stationery and book business *grown up,* until, in a town of 50,000 people, we do a gross business of many thousands of dollars. While ours is a specialty store, it is carefully departmentalized.

My chief, tho he is a book lover, rightly maintains that my department must carry its own burdens and earn a profit on its turn-over. Each section knows what its sales should be and is given definite limitations for its stock.

For instance, I know that my sales, month by month, will be about as follows:

January	8%	July	6%
February	7%	August	5%
March	6%	September	7%
April	7%	October	7%
May	9%	November	9%
June	9%	December	20%

So it follows, (if my annual sales are to be $50,000) that June's quota is $4,500 and it will be my job to see that I have on hand the stock to back that program. *And only what* that quota demands.

Careful buying and choice of stock, then, is the first important factor. I must always show enough of the bread and butter items:—cookbooks, dictionaries, baby books and popular copyrights, and certainly bear in mind the necessity for selling merchandise that earns a neat profit. I must keep stock records, checked each month if possible; I must sell many books in advance of publication (we did sell 23 sets of Mark Twain's "Autobiography," and 10 sets of Amy Lowell's "Keats." before publication date); I may have to take some chances, but not many, for I can always reorder. No matter how enthusiastic I may be about a certain book, I must remember that I, the buyer, can not sell all of our purchase and that it may not always be possible to impart my enthusiasm to others. I should learn all I can from a publisher's salesman, be courteous to him, but never let him oversell me, remembering that I know my community and our customers' book tastes better than he does.

Many practical questions must be faced. But one, the fundamental, is the necessity for an adequate margin. We have learned by hard experience that we can not make any money selling goods below cost. And "cost" includes many factors beside the invoice price of the books. This is a problem that must be solved in the interest of publisher, dealer and book buyer, alike. We shall have more and better bookselling only when there is at least a fighting chance for a margin on all sales.

The second factor is well planned advertising: In our store we send regular book letters, and we follow up these letters with telephone calls and with suggestions when customers come to the store. In our windows we feature the same books that we advertised in the newspapers and spoke of in our letters. Much publicity may be had at little cost, if one really makes friends with the newspaper boys and girls. For the reporters are always eager for new copy that has punch and honest news value. It's my job to see that our book catalog or order list is really a guide to the world's best books, new and old.

I must be prepared to talk on any subject, before any club, school, church, picnic, party or public gathering, at any time, or in any place. It may take much energy and lots of nerve but it is the best way to advertise the store.

You can reach your community and sell them the idea of reading by: talking to Junior High School assemblies on "Building A Library," to club women on "New Books on Psychology" or "Modern Poetry," reading "Rootabaga Stories" over the radio, speaking before the English teachers at conventions on the subject of "Introducing Books to Boys and Girls," helping club committees plan their year's program, being chairman of a program committee in the Business and Professional Womens' Club, bringing poets and writers to our city (furthering the sale of their books), reading "Trees" when the Boy Scouts celebrate Forestry Week.

If we have bought well and advertised effectively, we will sell well. By example I must help our salespeople to be good booksellers, I must be good-natured, courteous, patient and tactful, studying the reading tastes of the salespeople, not only in the book department, but every department in the store, trying always to develop and improve reading habits and seeking co-

operation as well as giving it. For the radio department should help sell books on radio, the stationery department, books on etiquette. The best prospects for business books should come from the commercial stationery department and the salespeople of the toy department and childrens' book section should certainly create sales for each other. Selling childrens' books and drawing boys and girls into our store as regular book buyers gives the assurance of steady customers in the future.

I suggest to our salespeople that books may be sold by telephone; this is sometimes the only chance to sell on stormy days. A card sent to a child in quarantine suggesting certain books, always brings orders from mother.

The movie has been a great boon to the bookseller and a tie-up with the local theaters, featuring movie books in the windows, means many plus sales.

The circulating fiction library should be one of the best "feeders" for plus sales. Its location, making it necessary for customers to pass many temptations, should show us that they will buy if we suggest. Knowing a customer's favorite author, it is easy to sell him another book by the same author.

Knowing the books that children want, we can always be ready to suggest the right book when birthdays come. Salespeople may keep lists to be referred to, and if a certain series is called for, we can usually sell two books as easily as one.

Bookselling is such a great adventure. Always there is something new, and salespeople must know their stock and be taught to make this selling of books a great game. "Plus sale" piles and "singles" can be sold if salespeople compete a bit in this selling game. Encourage "browsing"—but always sell.

The book salesman who can sell a substitute and satisfy a customer always makes a friend for the store, but we all should remember not to offer "marmalade" when "the King wants a little butter for his bread." Always lead in a regular sale or a plus sale and let the customer buy, altho *you really sell.*

So we all must make our store necessary to our community. We must make the idea of book reading so important that young and old will want more books in their homes, not to stand on book shelves, or to help out the color scheme, but to read for their pleasure and enlightenment and for our profit.

A Program for "More and Better Bookselling"

Awarded Third Prize in the National Association of Book Publishers' Contest

By Charles L. Pollard

Zercher Book and Stationery Co., Topeka, Kansas

"MORE" bookselling necessarily includes "better" bookselling, or, rather, the two are synonymous for all practical purposes. An adequate solution to the problem of "more and better bookselling" must incorporate increased sales and improved methods of merchandising.

In all bookselling there are two fields and two means of canvassing them. First and generally most lucrative is the group of popular and large-selling titles whether non-fiction (Papini's "Life of Christ," Bok's autobiography) or fiction. Here is a flood to be caught at the tide. And much can be gained by a somewhat passive opportunism; by reaping where the publishers have sown. But by an active exploitation of the popular demand this gain can be easily multiplied. Window displays built around the "Ten Best Sellers" and featuring the best sellers list of the nation as a whole, the nearest city or immediate trade territory, and the store itself will prove effective. This theme should be repeated in the store by placing the best selling books in a handy and conspicuous place, and suitably placarded. The newspaper adds on the local paper's book page should run "Have You Read The Ten

Since Mr. Pollard was unable to attend the Convention his paper was read by Cedric Crowell.

Best Sellers?", Fifty Persons Purchased And Read This Book Last Week," etc.

In this field, too, general advertising brings the best returns. General advertising includes not only newspaper ads—which should parallel pretty closely the publishers' advertisements—, but complimentary review copies to the women's clubs and the literary societies, assistance in selecting volumes to review, maintaining a file of reviews of the more popular and important books, and—more effective than one would think—placing on the book table two or three folios of "three-line reviews" by persons prominent in the community.

The other field is one that must be farmed: the classified mailing lists. These should include the doctors, lawyers, school boards, libraries, real estate boards, civic organizations, office managers—in short, business men in general and particular, and all organizations and persons having to do with books. There are two approaches to this clientele: a firm letter recommending a book; or, much better, advertising material secured from the publishers. By keeping in touch thru publishers with advertisements appearing in trade journals and furthur exploiting these books large sales can frequently be secured. To use the mailing list profitably the bookseller must know when, e. g. the real estate board is going to give a course in salesmanship so he can "go after" the order for texts. New developments in business methods must be noted and books that deal with the innovation advertised thru the mails.

This means the bookseller must link himself up with every literary group and become known to business men as a means for securing tools promoting efficiency, he must know and be known by the literary leaders and the business men as a bookseller.

To carry this program successfully much depends upon the manager, but much also depends upon the clerks, who must know the stock thoroly; what books are new, what John Doe's latest is and the one before that, what books are similar, or in the same line, and what books are to be published next week: they must become familiar with the insides of the books thru reviews and a reading of the books themselves. Above all the books purchased by the better class of trade should be read that they may be discussed intelligently. Nor should the clerk be less aware of the tastes of the customers. Only with such knowledge can new and more books be suggested that will please and bring the customer back for more yet. Both store and social contact will contribute to this store of information.

The office must keep a record of books sold thru the mailing lists: their number and purchaser; possibilities of follow-up sales; etc. Such a record is as indispensable as an insurance salesman's record of renewal dates. It is the life of the business.

If acquaintanceship with customers' likes enables the clerks to sell books that would otherwise go unsold; if the mailing-list record insures steady follow-up orders; so will knowledge of community activities enable the bookseller to make himself a general advisor and helper—and incidently to share the profits of civic enterprises.

This is the key-note: Service; in the field with suggestions, in the store with courteous and intelligent attention.

There are, one might say, Ten Commandments for the bookseller, which are:

1 There is but one God, the Appeal of the Moment. Play it!
2 Display stock conspicuously.
3 Advertise what is selling: "nothing succeeds like success."
4 Advertise what the publishers are advertising.
5 Neglect not the classified mailing list.
6 Forget not what the customers buy.
7 Know what the community specializes in: cater to it.
8 Personal contact is the best contact: know the customers.
9 Cry out your name and business from the house tops: make your customers know you.
10 Give your customers courteous and willing service.

Miss Walker read letters of greeting to the Convention from: Clarence E. Wolcott, 1st president of the Association; Chas. A. Burkhardt, of E. P. Dutton & Co., New York; Virginia Smith Cowper, Chinese American Publishing Co., Shanghai; Kansas Book Dealers' Association; Hon. David J. O'Connell, Funk & Wagnalls Co.; Moses G. Nusbaum, Norfolk, Frederick A. Stokes; A. A. Kroch.

TUESDAY MORNING SESSION—May 12

PRESIDENT MCKEE: Many booksellers present here today have visited a shop known as Blackwell's, in Oxford, England. Regardless of whether you have ever visited it personally, you have all, at least, heard of it, for Blackwell's in the book-trade of the world is a name to conjure with. Mr. Blackwell, the elder, died last year, but in the person of his son, Basil Blackwell, the traditions of this ancient bookshop are being carried on with a publishing business added. Basil Blackwell is the equally famous son of a famous bookselling father, and he is here to-day to deliver to us a message from the Associated Booksellers of Great Britain and Ireland. Thus, we are this morning, to witness a strange sight. We are to see a reflection of the spires of Oxford in the waters of Lake Michigan.

Booksellers' Message From Great Britain and Ireland

By Basil Blackwell

Oxford, England

I NEED not say how very proud I am to have this privilege of addressing the Twenty-fifth Convention of the American Booksellers' Association. In ten days' time our English Association will be holding its thirtieth meeting in Liverpool, and it is an interesting point of comparison.

The first bookselling fact I learned on coming to America was that you wanted to bring your membership up to a thousand at this meeting. The last bookselling fact I learned on leaving England was that we wanted to bring our membership up to a thousand at our meeting. We had seventy-nine to play. I am glad to add one to your score.

For my presence here to-day one man is to praise or blame, as you think fit, and that is Frederic Melcher. He came to our Association meeting at Oxford last year as an honored and very popular guest, and he gave us an address in which he told us of the struggles of the American book-trade against the evils of the discount system and under-cutting, of its triumph and emergence from that quicksand, and of its plans and aspirations for the future. And I think, then, for the first time, many of us English booksellers felt indeed a fellow feeling with the American booksellers, for your story repeated almost word for word our own.

Mr. Melcher learned with what enthusiasm his speech was received. Probably what he does not know is that it has become a matter of history with us. I don't think I exaggerate when I say it gave a new impulse to English bookselling, and I hope to convince you before I finish that it was a debt. To one at least of his audience it seemed that the ever-fitting response to his coming to England was to come to your convention this year and learn more about you at close quarters, and if it should please you, to tell you something of our activities in England.

I come with the full blessing of the Associated Booksellers of Great Britain and Ireland. They have given me a message to convey to you. There is another booksellers' association in England; that is the Antiquarian Booksellers' Association. It was founded in England and the preponderance of members is English, but booksellers from all nations interested in antiquarian books can belong. I have here one or two copies of the objects and rules, and also the membership in full, in case it should interest any of the company. It would give me great pleasure to sponsor their membership. I should say that this year I have the honor to be president of that association. Those are my credentials.

In so far as I am a publisher, I like to think that I am able to approach bookselling problems with an intelligent sympathy, and it is just an intelligent sympathy that we in England want. A professor

came into my office one day and said, "If we give you a bunch of orders with a special discount, will you allow it?"

I said, "None, no special discount."

And he said, "Why?"

I said, "Well, for one thing, if I started to do that I should be in trouble with the publishers; in all probability there would be an embargo placed upon my goods, and I should not be able to accept the full published price."

"Oh," he said, "Then you are a member of a trust."

I said, "Well, yes, of course it is a trust, but at any rate it is a trust whose purpose is to find for its members the average gross profit of an English bookseller—25%."

"Oh," said he, "Then say these orders amount to £3,000 and we give them to an established rival. You are content, are you, to let us put £750 in his pocket for nothing?"

I said, "Why nothing? What about his overhead?"

He said, "Oh yes, I suppose he has to pay his assistants."

I explained there was something more to it than that, but there was a glint in his eye, and I said, "Look here, I may tell you the story of how this trust came into existence." It is a story which I think perhaps most of you know and I can recapitulate it.

There was a booksellers' association in England in the middle of the last century. Its object was to prevent undercutting, giving of discounts, and it had the full support of the publishers.

Booksellers' Association in England

There were two booksellers who thought they could increase their turnover by giving a discount. They were immediately in trouble with the publishers, but they appealed to the public and to the authorities. Free trade was a great cry in England in those days. It is a cry that is still heard. A commission was appointed to consider the legality of the Association, and it was determined to be a conspiracy against the public interests. So the booksellers' association dissolved, and undercutting ensued during which many booksellers faded out, and those that remained found it more expedient to sell other things than literature.

When I came on the scene, things had changed for the better. The firm of Macmillan undertook the courageous experiment of publishing a book on terms which did not allow of discount and especially forbade it. That book, despite great opposition at the start, vindicated this scheme and, with every year, a greater number of books were so published until now, of course, it is very difficult to find a book that is not.

The Great Book War

The institution of this system brought booksellers together again. They started again in an association, grew, thrived, and brought into existence as a necessary corollary the Publishers' Association, and it is fortunate that they did, for a few years afterward came what is known in England as the "Great Book War." This was a scheme promoted by one or two Napoleons of commerce. It was essentially a grand lending library on a colossal scale, with the privilege of buying new books very shortly after they were published at a greatly reduced price. That war raged for three years. Eventually there was a pitched battle in the lower courts, and there the promoters met their Waterloo.

Since then the Booksellers' Association has grown in strength. The essence of its working is this. It exists to preserve the observance of the book agreement. If our secretary discovers anyone giving discount and can produce incontestable evidence, he lays that before the secretary of the Publishers' Association and, within twenty-four hours, the delinquent is informed that until he undertakes not to allow discount on net books, no books can be supplied by any members of the Publishers' Association at less than the full published price That machinery has been in operation twice in the last year and it has not failed.

In ten days' time our Association will be fighting the battle of discount to libraries. We don't give it, and I don't think we will.

On the constructive side, we have in operation and are developing a system of education for our assistants.

We were much interested last year in hearing Mr. Melcher tell about your schemes for coöperative advertising, and we followed out the lead he gave us. The scheme, as we first considered it, did not

win the approval of the publishers and I think rightly. Speaking for my own countrymen, they are very difficult to hustle into the buying of books, but we are approaching the method now by a kind of flanking movement.

English Cooperative Publicity

Two years ago we started in England an interesting little society of limited membership, The Society of Bookmen, that consisted of publishers, booksellers, journalists and publishers' assistants. We have formulated a scheme which we hope will soon be carried out in the formation of a National Book Council, whose object is coöperative advertising of books. This scheme, when I left England, was being placed before the bodies of the various associations for their approval.

Publishers and booksellers are going to put out a small sum of money; authors are going to work for us free. We are hoping to publish in the general press, not the literary press, articles by authors, the motto of which will be, of course, to read books.

We are hoping to approach railway and shipping companies, asking them to recommend the adoption of books appropriate to their interests. We are hoping to persuade the clergy to do the same thing, and we are hoping thru social and political institutions to use the same influence on the public to read books, and we hope, again, thru the agencies of the libraries, by lectures given there, to attain the same end.

So much for our present activities. As to the future, I am not a little anxious. Many of us in England, I think, are inclined to consider the battle won. Now that net book agreement is practically universally honored, but I don't think the battle is won. We have to look for counter attacks. The net book agreement with us is called the charter of the book-trade and is, in effect, an agreement among the publishers to impose conditions of sale on us. But we as a booksellers' association have not a code of rules for selling.

Questions are constantly arising concerning the payment of carriage or postage on orders, and if we haven't a unified code for handling those things, there at once, you see, is room for suspicion and distrust to creep in. There is a further point, that when publishers impose this condition on the sale of their books, they are not concerned when they sell a book whether the bookseller is a signatory in that book agreement or not.

I am glad to say that a resolution has gone forward from the Antiquarian Booksellers' Association, asking the publishers only to supply accredited signatories.

There is another source of anxiety which perhaps comes to all associations, and that is the passing of many of the old booksellers and the passing of their shops into the hands of great book-distributing concerns centrally controlled. I feel we are apt to lose one of the most valuable assets of a bookseller, and that is his personality. But the remedy is with us. In the last twenty-five years we have raised the status of bookselling to such a point that we can now justly claim some of the best minds in the younger generation, and after all, why should we not have them? When you consider it, is not an enlightened and efficient bookselling trade probably the most potent civilizing factor in the world? The words of the statesman, preacher, professor, are easily forgotten; the work of the journalist is often stale before we have finished breakfast; but in the book the printed word abides, and if we can get into our bookselling trade men of education and ideals and personality, I believe that we ought to be able practically to swing the world.

An International Debt

But the preservation of the bookseller's status can be achieved, to my mind, in no better way than by a closer coöperation between our Association and yours. If Mr. Melcher's visit to England has so much result, I hope you will agree with me that it was an international debt fraught with the greatest beneficent consequences.

Now, at the end of my sermon is the text, which is the message from the Associated Booksellers of Great Britain and Ireland and the International Association of Antiquarian Booksellers. Congratulations on your twenty-fifth meeting. May it be the greatest in your history so far and the least of those that are to follow. We welcome your coöperation. Send to us at our next meeting Mr. Melcher and as many more of you as you can spare.

PRESIDENT MCKEE: I want to introduce you again to Basil Blackwell, as, since this morning, a member of the American Booksellers' Association.

I want to thank you very much for this message you have brought us, Mr. Blackwell, and I am sorry that time does not permit a further or a more lengthy comment on it, but I think it has served to show us that we have a common problem, and while there may be a few things you can learn from us in solving yours, there are a great many that we can learn from you. I only hope that should the American Booksellers' Association ever resolve to send and pay all the expenses of one of its members to visit the booksellers of Great Britain and Ireland, it makes me the delegate because I should be very glad to come and call on you.

The continuity is reflected in our program at still another point this morning in that the next speaker is a gentleman who is perhaps as familiar with the places where rare and curious books may be found in England and on the continent of Europe as any one in America. I believe he is known to many of the representatives of publishing houses but not, perhaps, to so many of you booksellers in person.

For years, I heard of a character; in fact, I heard of him for so many years without seeing him that he became a character in my mind. He was always referred to as "Doc" Wells of Minneapolis, but I never had the pleasure of seeing him in person. I judged that he must be very much interested in the bookseller's problems besides the conducting of a successful business himself because from time to time I saw communications from him in *The Publishers' Weekly* regarding common problems. So last year I took the liberty of writing him and as a result of that letter Mr. Wells has very kindly consented to come here today and tell us about the selling of rare books in the department store. At this time, I am glad to call on Leonard H. Wells, of Powers Mercantile Company of Minneapolis.

Selling Rare Books in a Department Store

By Leonard H. Wells

Powers Mercantile Co., Minneapolis, Minn.

I AM alloted a subject that has its limitations, and find it a problem just how to present it in an interesting way. Perhaps to relate some of my experiences in the selling of old, scarce, and rare books in a dry goods store would unfold rather an unusual tale.

My venture in handling this kind of books was quite unusual, as my training was very limited—all that I had was a great desire and determination to install a department of this kind in our shop, and nerve; and I might say that it took plenty of the latter.

Thru my association with Ed. Porter, who at this time was operating his delightful Old Book Shop in St. Paul I became interested in this branch of the business. I spent many hours with Ed, going over his wonderful stock and discussing the possibilities for such a shop in Minneapolis. I had been in my present position some sixteen years when I decided to make the venture. I had been in a way successful and had built up a good trade in general book selling and had a splendid following. After giving the matter careful attention, I decided that my clientele would give me support.

It might interest you to know of my first effort. Late in the fall I invested $3500. in old English library editions and contemporary bindings and a fairly good stock of miscellaneous single volumes.

On receipt of stock I cataloged it and issued an announcement enclosing invitation to come to the opening of our old and rare book department. The time set for the opening was 7:45 P.M. We fixed up our shop as neatly as possible, had it decorated with palms, and had rugs leading from the entrance to the shop; everything was ship shape—my assistants put on their best bib and tucker, prepared to take

care of the anticipated throngs of eager purchasers. About 7:15 the night of our opening it started to rain; in fact, I think the heavens opened. It was without a doubt the most successful rain storm Minneapolis had experienced in weeks. At 8:30 I proceeded to count the number of people and found that there were just seven separate and distinct persons—they were very gracious and seemed delighted with our shop. After their departure I counted up the receipts and found I had sold one set of books for $33.50—which by the way was returned for credit two days later.

Recapitulation

Sum invested	$4,000.00
Necessary expense of bringing stock to Minneapolis, expense of catalog, invitations	$125.00
Total sales	33.50

A very much discouraged young man.

However, many of my good customers came in following the opening and expressed regret that it was impossible for them to come down but seemed interested in the undertaking with the result that I had a fairly good business up to Christmas time.

Appreciation of English Dealers

The following spring I made my first trip to London. Upon my arrival there I was most fortunte in meeting George Chandler of Chicago and Arthur Brentano and Henry C. Smith of New York. These gentlemen were very kind to me and went out of their way to be of assistance in introducing me to various dealers and binders and giving me much valuable advice and suggestions. I have often thought had it not been for my good fortune in meeting these gentlemen, the outcome might have been different.

Just a word regarding English dealers. Nowhere will you find a more gracious and kindly lot of men to do business with, men whose word you can depend upon and who will give you advice. When I went to them, I simply stated that this was my first trip for the purpose of purchasing their wares, that I knew nothing about the business, but believed that I had a good place for such a department and that I wished them to help me in any way that they could. They did this, and I have always found wherever I have gone the same spirit of kindliness and square dealing methods.

After spending some five weeks in England, during which time I visited some of the most famous bookshops in the world and secured what I believed to be the class of merchandise which would be salable in my shop, I started home. On board ship I went over my purchases carefully, and I must say that I was somewhat frightened at the amount of money which I had spent.

When I returned to Minneapolis, and my shipments began to arrive case after case, I was at a loss to know where to put them. As a matter of fact, the thought came to my mind—perhaps I purchased too heavily?

The Importance of a Catalog

While I was working on the stock one afternoon, one of my good customers came up to see me—he was very much surprised at the class of books he found. However, before he left I had sold him $1500 worth and thru his kindly offices I disposed of $3,000 more of my purchases, before I started on my catalog.

The catalog, by the way, is a very important factor in this business, and I suggest to those of you who intend to make a catalog of this kind to follow the Old English format, as it seems to appeal to book collectors.

My catalog brought splendid results and I am happy to say that this established me in this branch of the business.

Conditions have changed greatly in the last fifteen years in the old book marts—prices have advanced—there have been more dealers in America going into the business and naturally the demand has grown to be so much greater that the English book dealer feels that he can get his price at any time. I have stayed away the past two seasons on account of the large number of visitors at the Wembley Exhibition—because I believed prices would be advanced owing to the great number of prospective customers—upon receiving English catalogs early in the season I found I was correct in my surmise.

I discovered one thing—that it is necessary to be a good gambler. I have made mistakes and plenty of them, but I found when I took the longest chance I was most successful. I do not say it boastingly, but

with a great deal of pride that I have brought some rare and unusual things to Minneapolis and have built up some very interesting libraries. When I started in this business, we had but two persons in Minneapolis who had made any attempt at being book collectors—today we have a great number for whom I believe I am responsible.

The Advantage of an English Agent

Whenever I have taken long chances, I have visualized just to whom I could dispose of a book to before purchasing, and usually the plan works out, altho sometimes conditions are such that the customer in mind could not use the books I had intended for him. Those of you who have been abroad and have attended the English auctions have, perhaps, had your lessons. It is not advisable for an American—unless he be a Rosenbach, a Gabriel Wells, a Brentano, or a Chandler, or men who handle excessively rare books to attempt to buy books at these auctions.

My first experience in an English auction room was rather amusing. I had found a set of books at Sotheby's, which was to be sold at auction the next day. Going over in the afternoon to attend the sale, I was much interested as most of the large dealers of London were there as well as a number of Americans. When this set of books was placed on the block, I bided my time before making a bid; finally I did so and after several bids had been made I realized that all had dropped out except one person, whom I did not know. I stuck as long as I felt I could and then quit.

A gentleman said to me, "Mr. Wells do you know who was bidding against you?" I replied, "No, I do not." He said, "That is Sawyer's buyer."

The amusing part of this was that Sawyer was my London agent. Had I gone to him and told him to purchase this set, I would have saved money. The result was that the books not only brought more at auction than they would have brought, but I paid Mr. Sawyer £5 for his buy.

I have attended many auctions since then, but I always let Sawyer do the bidding for me.

I feel to-day that we should get away from the expression "rare books" in general business and should substitute the caption "old and scarce books." My reason for this is that since the war the exceptionally rare and valuable manuscripts, volumes, etc., that have come on the market have been purchased principally by American dealers who make a specialty of the exceptional; consequently the selling of rare books has been removed from the general trade.

We cannot all be Rosenbachs—Gabriel Wells, Brentanos, or Chandlers, but we can supply choice old editions and bindings for the library.

To those of you who may be interested in installing a department of this kind, I suggest that they give the matter due consideration and if possible secure some one who has had some experience in cataloging.

Another important phase of bookselling is the modern method of merchandising which is vastly different from what it was a few years ago. In the old days we knew nothing about a merchandise manager. The merchandise manager has proved to be a necessary evil, and we will usually find him a broad-guaged business man, who will always work with you up to a certain point when he must stop, as that is what he is there for. There is one thing about Mr. Merchandise-man, and that is there isn't any sentiment in his make up. He does not care how old a book is or how valuable it is. When he looks over your stock sheets and finds you have a book that has been there two or three years, he wants to know why and wants to turn it into cash immediately—irrespective of cost.

Understand Your Following

I would suggest that you go to your merchandise man, show him the possibilities of a department of this nature, advising him, of course, that it may at times mean a tying up of considerable money but that eventually it will show a monetary profit as well as prestige to your book department—then sell him the idea.

I am very fortunate in having both a chief and a merchandise man who believe this department is worth while.

I might relate a little experience when I caused the man who, at that time, was the head of our merchandise office, almost to have heart failure. I was on my way to Europe when I purchased the Dadirrian

Library, which, no doubt, some of you will remember. This library was appraised by the executors at $60,000. I did not, however, pay that for it; but when I telephoned to Minneapolis, telling the firm that I was not going abroad and to send me a draft for so much money, I understand they almost had heart failure. I was criticized in New York by some of my good friends, as they said I was very foolish ever to undertake to sell a library of that kind in Minneapolis. However, I did so and I would like to buy another one tomorrow. There is nothing too good for our town.

Two years ago while in London I purchased two desks that had belonged to George Eliot, which were sold at auction by the George Lewes' estate. I paid a good price for them but sold them from photographs before they reached Minneapolis.

At the same time I purchased a number of Napoleon relics. These were disposed of within three days after I got them into the house.

I mention these things to show you what can be done if you understand your following, and to me there is unquestionably a great future in a department store in this branch of the business.

Prices are Lower in the West

In years gone by I have purchased many private libraries in Minneapolis and have always found this a good investment. Often when making these purchases I would come across antiques, desks, chairs, sometimes a painting, a hall or mantel clock, and when I could buy these at the right price I have done so and have been successful in disposing of them at a good profit. This is the reason I have from time to time brought antiques from the other side as I have felt this class of merchandise would fit in nicely with our old book section. I have been successful in finding some very desirable things, altho like any other merchandise, one is very apt to accumulate odds and ends which will stay on your shelves, but which somebody will come in some day and pick up.

I have been interested from month to month in looking over the publications devoted to antiques to find there illustrations of china, porcelain, miniatures, clocks, etc., which I have or have had in my stock. Naturally, I was curious to ascertain the value of these things and, on investigation, I found that my own prices were much less than those quoted by Eastern antique dealers. There is a reason for this. You must remember that the clientele that patronizes the dealers of old books and antiques in the East has an ancestry of collectors. We in the West have had to build up this branch of our business and, since we must compete with our Eastern friends, it is necessary for us to be in a position to offer the same or similar merchandise at a lower price as it is human nature for people to go away from home to buy.

Let the Customer Browse

Here is one thing that you must show your merchandise man—that you do not know what day somebody will come in and carry away something that has been on your shelves for two or three years. A very good illustration will demonstrate this. Some three years ago I purchased in London an exceptionally beautifully illustrated edition of Boswells' "Johnson" containing upwards of 400 extra illustrations. When I made this purchase, I believed that I had a place for it—much to my surprise it did not move. Last fall a gentleman walked into our shop one day, introduced himself, saying that a Mr. So and So—one of our good customers—had suggested to him that he come in and look over our books. After spending some fifteen or twenty minutes with him, I casually picked up a volume of this set of Boswell. He looked it over carefully without asking the price and said, "I will take this." In thirty minutes I sold this man $700 worth of books, some of which had been on our shelves for two or three years. Not only that, but he has sent several other men, who were visiting in the Northwest, in to see me.

I must say, it is very satisfying to have strangers come into our shop who have been advised of the class of merchandise.

One thing else that I want to suggest is—let your customers browse to their hearts content. They will tell you if there is anything they want. I have found it advisable to let the book lover take his time.

PRESIDENT MCKEE: After Mr. Wells' very delightful and charming talk about his experiences in the rare book business, I am sure we shall know now why he is called

"Doc" Wells. I only regret time does not permit of our asking him questions, as I feel sure many of you would like to ask him questions in more detail about his conduct of a rare book business in a department store.

You all recall the convention that was held two years ago in Detroit. I always think of it and always shall think of it because I received so many compliments on the way I handled the entertainment committee, and while I received the compliments, Joseph Mills did most of the work. Joseph Mills is the director of publicity of the J. L. Hudson Company. We broke him into doing all of this work for us when we had the convention in Detroit, and perhaps he got fond of booksellers because I can't think of any other reason why he should take time in an otherwise extremely busy life to come over here to Chicago and talk to us upon the selling of books thru advertising, and take charge of a round table discussion.

Mr. Mills is like a great many great men, not a large man, and (this is going to be a little bit personal now) he appears to be very dignified, but he has something in his personality and in his soul which, regardless of this dignity that he assumes, makes every one in Detroit refer to him as Joey Mills. When they want things done in Detroit, they say, "See Joey Mills," and you are going to see Joey Mills this morning and hear him deliver us a talk on "Selling Books Through Advertising."

Selling Books Through Advertising

By Joseph Mills

Director of Publicity for J. L. Hudson Company, Detroit

"BOOK Promotion Thru Advertising." This literally means the transferring of so much merchandise from this side of the counter to the other side of the counter; in exchange for an equivalent in good American money, from that side of the counter to this side of the counter. This is the whole problem of merchandising or the old-fashioned phrase of store keeping. Book promotion, we will translate into the phrase "selling more books." Advertising covers a multitude of sins—some of omission and some of commission. The old-fashioned way of considering advertising was to think only of advertising. Nowadays, no matter what the type of publicity is or the process of getting it, or the cost, nothing is considered without a thoro research into the merchandise back of the advertising.

Advertising is always aimed thru a double-barreled gun. One barrel may do the trick, occasionally both barrels are used —remember, only occasionally. One barrel is a mass appeal. The other barrel is a class appeal. Your department or your business may get its greatest volume thru a mass appeal, which means that nine times out of ten, you must use newspaper advertising, because today the newspaper is the greatest exponent of the printed word.

If, on the other hand, your department or your business or the type or quality of merchandise you are planning to sell means a definite class appeal, then you will use direct mail. And there is no more sure way of hitting the bull's-eye than by direct mail which may mean letters, booklets or folders. But remember, you are aiming at one person at a time—you are sharp-shooting and you must be extremely careful that you do not aim too high or too low.

Because their problems are different, I am going to consider each group of book representatives separately. In the department store the publicity director has two definite and distinct problems. His biggest problem is to sell the store as a whole the organization, the store ideals, the ideas the plans, what the store stands for—all of this without thought or relation to merchandise. Now I know that many store owners would not agree with me, but would insist upon making their strongest appeal thru merchandise and prices. But I am sure that the store with a background the store with a name worth talking about

an do a much better job by putting the oft pedal on merchandise, especially on ale merchandise and pull out all of the tops on the organ of appeal, when it alks about the store as a whole. This does ot mean that a store using a page adver-isement each day would say nothing of nerchandise—not at all. But, in every age, in every advertisement, there must be ome thought that builds the business as a vhole.

The other problem the publicity director as to consider is the business as related to is several departments—all of which re-uire constant care and watching. Some-imes I am tempted to believe that the ourishment and care of the new born abe is a very small matter compared with he problems of the nourishing, chastising, oaxing, caressing, driving and pushing the arious departments in a department store.

Take my own case, for example. I rep-esent a department store. In that store ve have a book department under the direc-ion of one of the best book buyers in the country. As far as I am concerned we ave no book department—that is, it is nown as department 43. And in that ategory it is merely a unit of the total rganization—being one of some 70 odd departments. From my angle under the ead of "Business Promotion"—publicity, vindow display, everything that speaks for usiness-building—all thought must be for he store or the organization as a whole—hat is, minute attention cannot be given o any one individual department.

Buy with a Customer in Mind

If I were considering the idea of going nto the merchandise branch of the business s related to a department store, there are hree departments over which I would like o preside. Those departments are: the nfants' department, because there we begin o train the customers of tomorrow; the hildren's department, because there we ave in the advanced stage the trained cus-omers, and the book department. These hree departments to my mind are more uman than any departments in the store.

In building or adding to your stock of nerchandise in books, every book must be considered from the customer's viewpoint. Every book or every group of books must e bought and placed in its separate divi-sion on the shelf with some definite pros-pect or group of prospects in mind. That must be done before you reach the point of even thinking of advertising because without the proper merchandise at the right time advertising is a Simon-pure waste.

Mass and Class Appeal

The buyer should picture whether she is buying for mass or class, for both are nec-essary when building a department. Mass as I see it, will take to your fiction in all of the glowing jackets—colors which will catch the eye—because in this line of mer-chandise many a time a book is sold to the passer-by thru the attractiveness of the jacket. This is mass appeal and nothing else—this is where you get your great vol-ume and your normal markup. Now this does not mean that class cannot be applied to fiction, because if you know your de-partment from A to Z and know the type of customer, you can pick out certain groups of people from your mailing list and inform them of the new works of fiction and get definite, actual response. There we have the combination of mass 90 per cent and class 10 per cent, as ap-plied to the average wide-awake depart-ment store.

In regard to the bookstore and its prob-lems the appeal is just the reverse of that of the department store, or mass appeal 10 per cent and class appeal 90 per cent. You will probably be somewhat shocked at that proportion of figures and say to your-self that it would be impossible to plan for a class appeal of 90 per cent of your total business. I am going to disagree with you.

As I have said before, there is no one type of merchandise manufactured, pro-duced or sold, that is more "human" than books. Why books actually talk. They almost breathe. They never become dead merchandise if properly manipulated. There is no type of merchandise where one can plan for a more varied appeal than in books.

First, as a bookstore, you must have an objective, that is, you must know where you are going. You must know the kind of store you are going to conduct. You must have a policy. You must have a plan, and finally you must have a faith in yourself and in your policy to reach

that objective. I realize you cannot buy your merchandise on faith, but you can certainly sell it on faith if you build your selling plan strong enough.

The bookstore should know its territory. It should know the people to whom it is going to appeal. It should choose its definite prospects and make them satisfied customers by appealing to them along certain book lines.

With a class appeal of 90 per cent, the foundation of which should be a good mailing list, which can be compiled gradually at very little cost, you have the machinery in your hands to build for a greater business. Your mailing list should be divided and sub-divided from many different angles, and these angles will all depend on your type of merchandise, the city in which you are located and, perhaps, your store location. The methods, the plans of a direct mail appeal are unlimited—I could name 50 to 100—many of which might apply to your case.

It may be that your city is strongly Republican, and it may have a Lincoln Club or a Young Men's Republican Club. There you would have an opportunity to talk to these men personally thru direct mail, and intelligently, if you please, on such books as those telling of Lincoln or Roosevelt. On the other hand, you may be situated in a strongly Democratic section of the country, in which case your appeal would possibly be thru books concerning Wilson, Cleveland and, perhaps, Lansing. This is not dabbling with politics—it's business-building thru live-wire contact.

Direct by Mail Advertising

You may have an exceptionally strong group of women's clubs, with all their various classifications, which could be interested in "Home Economics," "Study of the Garden," "The Care of the Children"—all of which appeal to women. How strong is your Boy Scout organization? What kind of Scout Leader have you in your city? You know the kind of books which appeal to Boy Scouts. Would it be possible for you to tie up with your Board of Education or the various principals of your schools and obtain the names of the graduates at the close of school each year? Are there no possibilities there for books as gifts?

What about your Chamber of Commerce, or your Board of Commerce? Does it arrange from time to time to have prominent lecturers? On what subjects do they lecture?

These lectures could be tied up with books on the same subject. Does your newspaper run a column of daily cooking helps or lessons on cooking? There is a good tie-up for the modern cookbook.

How the News Can Help

What about the opening of the baseball season? There are some mighty good books published about baseball, both for the young boy as well as for the man who thinks. What about Arbor Day? This brings up the big subject of the care of trees and why we should encourage the planting of more trees.

Don't tell me there are no possibilities. To prove this take your morning paper or your evening paper any day of the year, and I will guarantee that in each issue there are no less than ten or twelve positive openings for more business thru a well-thought-out, well-planned direct mail campaign from the information gained in the actual news columns of the paper.

But, of course, you must keep your eyes open—and you must strike while the iron is hot or while the news is fresh, because a followup of stale news will never produce business. You may say that yours is a small organization, you have no advertising manager and do your own advertising.

In that case, turn the entire process over to some real live sales person, possibly some bright girl, and put it up to her to dig for prospects. You, of course, can oversee the entire work and lend a guiding hand, but what this girl will really want will be that trait that the newspaper reporter has—"a nose for news."

I am afraid that some bookstores and particularly small bookshops, do not study the cost of advertising to the degree which they should. Advertising of every type must be figured in the cost of store operation. It is just as important as rent, heat or light. You should know your advertising cost. You should know the pulling power of your various newspapers. You should know which paper appeals to a certain mass of prospects and which paper to a class patronage. And by all means

don't waste your money on programs, souvenirs or the hundred and one temptations which are oftentimes thrown in your way and presented to you as doing you a great favor.

How much shall I spend for advertising? The answer might be—just enough to get the business figures you desire. From the department store viewpoint the book department can afford to spend anywhere from 2 to 2½ per cent—and sometimes more, depending on the punch necessary to put over the department.

You Can Educate Your Public

I have rather a peculiar viewpoint about department store advertising. It is my belief that as long as you can keep the percentage of the total store advertising down to the proper mark, it really matters very little as to what is spent by each department. By that I mean, that perhaps you might want to spend an excessive amount to put a certain department over in a big way. Of course, that would boost the advertising percentage of that individual department beyond the usual figure, but the total store publicity figure would be normal.

Look at that from another angle. Suppose the department store uses one solid page of advertising each day—that happens to be our case. Now what should we tell in that page? Nothing more or less than the news of the store—news of merchandise which we know, or at least should know, will interest the people. Price is out of the question—it is merchandise news people want. Now that news may be about the bookstore, about shoes, about millinery, or about house furnishings—and the telling of that news may knock advertising percentages in certain departments sky-high—but remember on the basis of the total page, the store advertising percentage will remain the same. If the head of the book department is aggressive enough and can sell the publicity director on the strength of his or her merchandise, or department location, or the importance of any definite event—then that department gets preference in the way of top position and space.

Another thing to remember in your business-building plans or in your selling of more books, is the fact that "the customer is always right." It may appear to you to be the most expensive rule to follow, but I know in the long run it is the cheapest. Your returns, large as they may seem, can be figured in new business at the highest rate of interest possible.

I stated that the two types of book stores are unrelated in their appeal; but there is one basis on which you should all stand together and that is in the advertising and the selling and in the preaching of "better books." And you would be surprised to find out that the unthinking public which you sometimes ridicule and which you oftentimes think demands books of a questionable nature and books of the trashy type—will, if properly appealed to, buy books that are worth while. Therefore, my final thought would be that you plan for more business and better business—the more business to cover volume—the better business to cover quality of production. Because in the final analysis books are just like any other type of merchandise. You can educate your public to buy just as much quality as you wish. The proposition is up to you entirely.

We are in the process of rebuilding—that is, we are practically doubling our floor space by the addition of a 15-story building. In August we expect to open one of the finest book departments in the world.

Selling the Store as a Whole

We are not going to neglect that book department in any way. We are going to talk about it. We are going to picture it. We are going to get people coming to see that department as a department—and merchandise will be absolutely incidental. Furthermore, in our publicity for the store as a whole, we are going to sell the new building in its completeness and in its beauty and in that case the book department will be incidental.

PRESIDENT MCKEE: I am going to introduce the next and final speaker of the morning, Harry Hansen, the literary editor of the Chicago *Daily News,* who is to talk to us on the book business from the angle of the literary editor's desk. I only want to say, in introducing Mr. Hansen, you all know what Mr. Hansen does and I think you will find that Hansen is as Hansen does.

From a Literary Editor's Desk

By Harry Hansen

Literary Editor of the Chicago "Daily News"

WHEN the literary editor arrives at his desk in the morning, he finds on it twenty new books, each the most amazing output of a most amazing writer. With the twenty books he finds twenty letters. The first five are from the publishers of the twenty books, telling him that in all their born days they have never had the privilege of examining books that are so amazing, so marvelous, so tremendous. The next five are from authors, or their wives, acquainting the editor with the fact that they have achieved the crowning glory of their careers, and reminding him of the time they went to school together. The next five are from a miscellaneous group—a literary agent, an author's maiden aunt, an author's kindergarten teacher and two unbiased and unconnected well-wishers, interested in the progress of literature as exemplified by these amazing books. And the last five bring the weight of authority. They contain printed advance comment, as follows: "The most amazing book by a woman that I have ever read"—William Lyon Phelps. "A splendid work, the book of the year"—John Farrar. "The first civilized book that has come out of Scranton, Pa., since Dreiser"—H. L. M. And so on.

After that it is incomprehensible that the literary editor of a backwoods town should have a contrary opinion. Perhaps it is incomprehensible that he should want to read the book. And yet if his readers think of him at all as a sort of guide-post, as a traffic cop in the world of books, he is entitled to flash the red light for stop, and the green light for go. Not that he is always successful in regulating traffic. Sometimes it runs right by him. He may stand there and wave his hands. But he lacks the traffic cop's chief safety valve. He cannot cuss out the procession, at least not in public.

Of course, he can always find comfort by consulting his friend, the bookseller. The bookseller has just had his semi-annual interview with genial Mr. Jones of th Jonesville *Press*. The interview had be gun in very friendly fashion, and th bookseller had ordered ten copies each o the first five amazing titles. Mr. Jone spun on, and the bookseller ordered fiv copies each of the next ten amazing titles Mr. Jones progressed and the bookselle grew restive. How many more titles hav you on your list? he asked. "Seven hun dred and thirty-five more," replied Mr Jones, not including the definitive editio of Blank's poems, now collected for th first time. The bookseller threw up hi hands, "Make it one copy each of the nex 300 titles," he said, "and half a copy eac of the remainder. And as for the defin itive edition, the more definitive the better."

The literary editor is still trying to d justice to the procession of books as the pass in review, but his failing eye-sight i against him. He remembers that there were giants in the old days, critics and re viewers of a tremendous passion, who bi whole chunks out of books as they bur rowed their way thru the mountainous out put. He reflects that at that the United States is a laggard in the printing of books presenting the world with a mere output of 8,000 titles or so a year, surpassed b Great Britain and Germany. But he re flects that his lot must be at least a trifl better than that of the German book re viewer. That poor soul faces an outpu of 30,000 books. No wonder that his hea is bowed, his shoulders rounded, his sleeve threadbare, no wonder that he prefers wa to peace.

The bookseller and the literary edito face the same situation. They come mor directly into contact with the public tha the publisher. They are there to acquain the public with the new books and giv an approximate indication of what's i them. They will not always be accurate perhaps they will not always be just, fo they are human factors, and they have pre dilictions, friends, and families to support

They may even have moral views on books, altho this is interfering with art. They may have views of their own on the advantages and disadvantages of mass output.

And truly today, the prophecy of Emerson has been realized "Nature will be reported," said the old-fashioned sage. "All things are engaged in writing their history. The planet, the pebble goes attended by its shadow. Not a foot steps into the snow or along the ground but prints in characters more or less lasting, a map of its march." He may not have been thinking of the writing of books. And in his constant encouragement of young men he may not have suspected that each was a potential novelist. He made no provision for the future reviewer, or for the bookseller.

In his day the bookseller was a gentle character who wore a black silk skull cap, who wandered aimlessly about the aisles of his shop, touching a binding here and there with fatherly devotion, and occasionally permitting a book to pass into the hands of a friend for a trifle of its actual value. That, too, was my idea of the bookseller before I entered this tempestuous world of books. Alas the old bookseller is gone! I have wandered into bookstores in many cities and I have yet to meet a bookseller who did not know, to a farthing, the value of his rare books.

Every Audience Affects Authorship

Are we going to have fewer and better books, or bigger books and more of them? Alas, it will do no good to formulate a program. Greater forces than our poor powers are at work on the scheme of things. If I should give my view, I'd say that we are just at the beginning of a tremendous book output. Thousands upon thousands are arriving at literacy every year, and the tremendous spread of the cheap magazine, the growth of the feature departments of the newspaper, are indications of the reading appetite of these new thousands. The world of books will gain its readers from these new groups. It would be foolish to argue that they will not affect the quality of our writing. Every audience affects authorship, and every audience throws up authors that win its favor, that meet its wishes, that write inside its limitations. And if the great output of books will leave us little to remember, little that has permanent value, let us not forget that the audience for better books grows proportionately; in a smaller ratio, perhaps, but nevertheless, it grows.

Candlelights of Fine Writing

You are in the city of broad shoulders, in the city where the elemental forces are still at work, where industry, transportation, the dressing of raw products, are the principal factors of existence. As you pass thru its noisy streets remember also that you are in the city of Stone and Kimball, of "The Pit," of the gentle lyrics of Eugene Field, of Carl Sandburg, of Harriet Monroe and the little magazine that first gave to America the poems of Robert Frost, Glenway Wescott, John Gould Fletcher, Lew Sarett, and ever so many more. As the southern horizon lights up with the flare of many torches from the steel mills think also of those candlelights of fine writing that have been kept burning despite the confusion, the roar and bustle of an elemental force. In this connection I like to recall a little incident that happened to me nearly ten years ago. The week before Christmas, 1915, a regiment of Hungarian soldiers was passing up a lonely defile in the Carpathian mountains. I happened to be there for my newspaper, writing about the war before it became the gruesome thing it later was. The path was narrow and steep, and a group of us had stepped aside and were watching the soldiers as they paseed one by one up the mountainside. Dusk had begun to fall and on the snow appeared this long line of moving men, like ants crawling up an anthill. It happened that the soldiers passed a little wayside shrine such as one finds all over Austria and Hungary, and one of the men stopped before it, took out a candle which probably had been blessed by his parish priest before leaving home, lighted it, and placed it there. The next soldier did the same, lighting his candle by the one before. So each soldier followed suit, until the little light became a glow that suffused the atmosphere on that lonely night in the Carpathian mountains. A very simple little reminiscence, but I think, when you remember back about what I said about the little candles in this great, noisy, turbulent city of ours, that it makes my point.

Wednesday Morning Session, May 13

President McKee: I have to make an announcement of a change in the program for today, and in making this announcement, there is brought very forcibly to my mind the sentence from one of the plays of Lord Dunsany. I think it is the one called "Gods of the Mountains," in which he refers to death in this manner: "All the houses in which men live are the playground of this child of the gods." That this is true is brought home to us as I call your attention to the change in our afternoon program.

The second number of the program was to have been a paper on "Definite Book Sales Thru Advertising," by Hugh Shields, manager of the book department of the Denver Dry Goods Company of Denver. As probably many of you know, Mr. Shields died very suddenly last week.

I, also, at this time want to call your attention to the fact that one of the members of our Chicago committee, member of our Honorary Fellowship, a dean of booksellers he might be called, Frank Morris, who had looked forward to being present with us at this convention, also has passed from our midst. May I be pardoned for expressing how I feel about Mr. Morris in this particular manner, because I do it with the utmost reverence. In the passing of Mr. Morris, God might have felt he had obtained again a copy of a very priceless and rare first edition—in fact, a book of which only one copy existed, in receiving again to himself the soul of Frank Morris.

During the session of yesterday, we received word that Herbert Quick, the author of "Vandemark's Folly" and other books which we all very well remember, had died, and I present these notices at this time, as perhaps the most appropriate time to make some expression of your regret. Would you like to do this? We also wish to express regret for the death of Amy Lowell which has just been reported in the daily papers.

I think this organization would like to express its regret in some way. May we have this done in a formal manner?

Ralph Wilson: I move, Mr. President, that expressions of regret be sent to the families of each one of these who have passed away, coming from the American Booksellers' Association if that is in order.

[The motion was seconded.]

President McKee: It has been moved and seconded that this Association express our regret to the families of Hugh Shields, Frank Morris, Herbert Quick and Amy Lowell.

[The motion was unanimously carried.]

President McKee: Will the secretary see that this is done?

We will now proceed to the first number on our program, the "Selling of Literature to Three Million Women," by Mrs. L. A. Miller, General Federation of Women's Clubs. I would like to preface Mrs. Miller's address by mentioning the fact that last year, after the announcement of the General Federation of Women's Clubs' most interesting program, your president wrote to the General Federation of Women's Clubs and asked how we, as an Association, and how booksellers individually, might coöperate with the General Federation of Women's Clubs in this very magnificent scheme which they had for bringing to the attention of all women, particularly women who are the heads of homes, the idea of owning and reading books and having books in the home.

That letter received a reply from Mrs. Miller, who is the head of the Division of Literature of the Federation, and has resulted in her presence here today to bring us the very definite message of how we may sell literature to three million women.

I should also like to add that Mrs. Miller has two points of contact with us, one as the chairman of the Division of Literature of the Federation of Women's Clubs, and the other as an author, being the author of three books which have been published by Dutton, Century and Appleton and which probably many of you know. I take great pleasure at this time in calling Mrs. Miller to the platform.

Selling Literature to 3,000,000 Women

By Mrs. L. A. Miller

Chairman of the Committee on Literature of the General Federation of Women's Clubs

I PRESUME some of you are wondering how I qualify as a bookseller. Most of you, perhaps, are wondering, "Well where is her shop and what are her profits?" I have no shop, and my profits are nothing. Therefore, why have I a message for this convention? You who are gathered together here sell books for money. I sell literature for the love of the thing, but there isn't so much difference, after all, because I don't know of any class of people in the world that does as much for the pure love of the thing as the booksellers.

What is the difference between selling literature and selling books? It is just the difference between selling a symbol and a tangible thing. It is the difference between the part and the whole. All worthwhile literature eventually finds its way between the covers of some book and is preserved in that fashion, but I think you will agree with me that all books are not literature.

I like to think of literature in the way that we sell it to the General Federation of Women's Clubs, by this definition: literature is the reaction of the greatest minds of all time to the phases of life and the universe; and it is in that broader sense that we are attempting to sell literature to the General Federation of Women's Clubs.

Two years ago, when I was appointed to this position, I found that the Women's Clubs were headed resolutely away from literature and going fast. The reaction set in even before the war, altho the war, of course, hastened the process, and then after the war women wanted to do something more worth while; they were interested in problems of reconstruction, in Americanization, in citizenship and civics, anything that seemed to be of value to the community, and literature was relegated to an occasional guest day performance, a sort of refined vaudeville to amuse the group.

That was the position and quite undeservedly. The club women repudiated culture for its own sake about the time we began to spell it with a big K. Sinclair Lewis didn't help us any with his picture of the growth of Prairie Culture Club.

What should we do to restore literature to the attention of the club women? How do you booksellers move a product that seems to accumulate upon your shelves? You do it by advertising, and we proceeded to advertise literature to the General Federation of Women's Clubs by a definite publicity campaign. We advertised it as something entirely new on the club horizon. Did we do it by advising them to go back to the systematic study of Browning and the psychology of Shakespeare's heroines? We did not. We tried to find out what these women were most interested in, and having found that, to link literature up to it.

We found that they were most interested in life and its changing problems, and therefore, the first care of the Literature Division, the first publicity attack if you please, was a bulletin entitled, "Literature and Life," trying to show that literature is the basis of all of our activities. After all, for women who are seeking to solve social problems to turn their backs upon literature was just about as sensible as the argument of the colored debaters, who were arguing the relative importance of the sun and the moon. They finally concluded the sun wasn't needed as much as the moon because one didn't need the sun in the daytime anyway, and that was just about the foolish attitude of club women seeking to solve problems of reconstruction without a literary background, because literature is the basis of all their other activities.

This, and there are other copies for those who may care to carry them away (if there are not enough to go around, and anyone who wants one will send his name and address to me at my home, I will gladly mail him one), is the "Literature and Life" bulletin. There is a diagram on this bulletin which depicts life as strug-

gling with the three phases, body, mind and spirit, with our General Federation projects as the base line; and then are shown the different departments of work, American home, citizenship, applied education, international relations, all of our phases of work and contact in life as all of its three phases. In a central line we have the fine arts, terminating in literature or the written word, which not only has its own direct contact with life, but contacts thru all of these other activities. This was something the women could understand as they studied out that diagram. It showed that literature was really the base of all of our other work.

Club Women Want Help in Their Problems

For the present biennial period the keynote of our work is the American home, and if I were the booksellers and wanted to sell literature, to sell books if you please, to 3,000,000 club women, I would arrange a table or a shelf with just the finest representation of books dealing with the problems of the American home that I could get together, and by that I do not mean merely the technical side of housekeeping. Housekeeping is very important and I am not underrating it, for a moment, but the time has come when we need something more than the former kaiser's three K's—Cooking, Church and Children, to interest the club women.

When you visit one of our conventions and look about you, you will see that over half of our members have silver hair. Most of them have children in college. Some of them are grandmothers. They are post-graduate mothers, if you please, and if they have not learned to make an omelet, they are not going to be very keen about a book on the process at this time of life. But they do want to know something about the problems of our contemporary life, and the problems of the American home, and the problems of the younger generation. They want all of these things and they want to use this beautiful, serene, afterglow of their lives to some purpose. They want to give advice intelligently, to discuss intelligently—and to do this, they must know contemporary literature, for nowhere else can they find these problems discussed intelligently.

The club women are not like ostriches, hiding their heads in the sand and declaring there is nothing the matter and no need of any anxiety; nor are they content to cover up the situation with a parley and a glad tale; they want to understand. It would be about as foolish for the mother of to-day to use the Victorian poets and novelists as a basis of conduct as it would be for the father to recommend to his son a tricycle of the model of the nineties as a speedy means of transit. We must know the latest models and you need not hesitate to set these latest models with all of their problems truthfully represented before the club women because they want to see them.

If I were going to sell "Babbitt," for instance, to a club woman, I wouldn't say, "Have you read this book of Sinclair Lewis'. It isn't his latest but a very good seller." I would say, "This is one of the finest satires on the American family life that I have ever read. It shows up the futility, the lack of unity in the American family and the mediocrity of our standardized civilization," and then I would turn from that to the problems of the younger generation and I would say, "Did you know that Babbitt's problem was exactly that of the cultured young English wife in 'The White Monkey'. Both of them were discontented, both of them said, 'Life has never given me the thing I wanted. I don't know what it is but I have never got it.' And that is exactly the tragedy of the American home, the fact that it doesn't know what it wants and wouldn't know it if it got it."

Sell Club Women Poetry

And then I wouldn't hesitate to recommend "Told by an Idiot." The club woman would love that book because it shows that the problems of the younger generation are not new at all but just the same things that have come up before so many times. Those are just concrete illustrations. Then I would try to draw together some books about the achievements of women. I would have some of the best biographies and autobiographies, such as "Noon," by Kathleen Norris, and "Life and Letters of Emily Dickinson." They are very fond of all those things that help them to interpret their own lives and their problems. I would give them poetry. I sometimes hear that poetry isn't popular,

that nobody wants poetry; but I think they do. They don't always find the kind they want. The club women are a little old-fashioned in their tastes. They don't object to the latest balloon tires and the greater speed, but they do want to know where they are going. They insist on knowing what it is about. They frankly prefer Eddie Guest to Edwin Arlington Robinson, and if you gather together some of the child songs and beautiful childhood poems, some of the household poets, you will find the club women are interested. You couldn't sell them "Hot Afternoons in Morocco" on a bet.

Bring these things altogether and say, "Have you seen our American home table?"

I mustn't pause too long on this, but it is one of our most interesting phases. We are interested in American citizenship, and the best biography, and those books that deal with the Americanization of our foreign-born citizens who have found our citizenship in this land so wonderful that they have written us these books about it. In every book list which we have received from every state, the book budgets and book lists, such books as "From Immigrant to Inventor," or "The Americanization of Edward Bok," or "The Making of An American" have been included. All of those books are being read by the club women.

Interest in Biography

Club women are interested, of course, as I said, in the biography of women as well as the actual technical works on citizenship.

And then, if I were the bookseller and wanted to approach 3,000,000 club women, I would gather together the very best and newest of the books on peace and international understanding that I could assemble, for that is one thing that the club women are very vitally interested in. Our literary heritage is making for international understanding more than we realize, and our patient scholars who are translating for us the problems of other races are in the vanguard of the work for peace.

Few of us realize, perhaps, how much of our knowledge of Greece, for instance, is derived from Homer rather than history, how much of our knowledge of the Middle Ages from Dante, how much of our theology from Milton, how much of our England from Shakespeare. We have builded more surely than we knew. When we speak of Russia, we think of Tolstoy and Gorky, and so when we find these racial problems interpreted in our own language, when we find joys and sorrows just the same as ours among an alien people, they are no longer alien. We find that joy and sorrow transcend the boundaries of space and time, and after all, we are one in spirit and these are the books we want you to show us that will help to bring us to this realization.

The "American Home Series"

The women of the world want peace. There is a statue erected in an Italian city to the memory of a philosopher who was burned at the stake, and on the base of that statue is this inscription, "To the memory of Bruno by the generation he foresaw." Some time there may be in some beautiful city, perhaps in an American city, the colossal figure of a woman pressing forward over her slain sons, holding aloft a torch encircled with an olive wreath, and around the base of that statue we may read, "To the women of the world who foresaw the coming of peace."

The *American Home Series* was our next advertising, our next publicity; the first was a Home Library List. Most of you have seen it because it was distributed rather generously thru the *Publishers' Weekly*. Two hundred books are in the home library. That little list has gone into the deserts of Arizona; it has gone into the far districts, everywhere in the United States that it could go, and our No. 2 and No. 3 of the *American Home Series* had to do with our creative contest in the home budget and in Children's Book Week, and the entire edition was exhausted by the clubs within two months.

The Home Budget is the thing which perhaps has attracted most attention. Each year, as a means of publicity to get the women to thinking in concrete terms of better books, we have held a contest. The first one was, "What Two Million Women Want from the Publishers." Most of you heard of that contest, I guess. It received quite a little attention. The *Publishers' Weekly* gave it a good deal of notice.

As a result of that, I have compiled the

following litany showing what the women want in books, a little bit idealized perhaps and yet not much. There are a number of these cards out there on the table and you are very welcome to help yourselves, and if they are all gone, I will send you one.

A Family Book Budget

But about our contest of this year, we offered this inducement, thru Mrs. Maloney of the *Delineator,* who gives the prizes. For the best apportionment of $100 for reading matter, the entire reading matter, newspapers, magazines and books for a family of five for a year, including three children from the sixth grade to high school, we would give $75. For the best apportionment of $50 to the needs of that same family, we would give $50, and for the best apportionment of $25, we would give $25.

Mrs. Maloney has given me permission to announce the results of this contest for the first time to this convention. The story cannot appear until the August *Delineator,* but she said, "Say anything you like about the contest to the Booksellers' Convention." The first prize went to Massachusetts. The second was divided between Colorado and Iowa, and the third went to Michigan.

There were some interesting things beyond the fact that we had women working. Sometimes they held meetings in their clubs and discussed these lists and it was a composite list. It was sent in by the secretary. The club talked it over. The result was we had the club all thinking of books at the same time, books for the home, better books.

The contest brought out a few interesting things. The first was in regard to the reading matter. We found that nearly all agreed that the father required either the *Saturday Evening Post* or the *American* to make him perfectly happy about his hearthstone; mother is inclined to the *Literary Digest* and the *International Book Review,* with one of the big four women's magazines to help her along with the household tasks. The *Delineator* ran highest and the *Ladies' Home Journal* a close second. But a greater favorite than any of these was the *Youth's Companion.* Evidently the American family can't bring up the children without it. *St. Nicholas* was quite a favorite; and the *National Geographic* is liked by the whole family. Of course, they were not in the $25 list, but yet we would find that the *Atlantic Monthly* would be given a place in some lists and sometimes, according to personal taste, *House and Garden* or *Etude.*

In books there was more variation, but the tendency was to select well-established books. They were not picked from the best selling list, particularly in fiction, and the lists were conservative, but they contained some of the very best of the output, some of the best of general titles. I don't know how many times such a book as "Mind in the Making," for instance, appeared.

Now what has been the result of all this? What has been the result of all this advertising put out? Of course, it didn't pay in dollars and cents, we didn't expect it, but did it pay in results? I have recently sent out a questionnaire to every state chairman asking her this question: "Based upon actual examination of the club calendars of your state, are the clubs returning to the systematic study of literature?" And in every instance the answer has come back, "Yes." Most of them said, "Decidedly, emphatically." Some underlined it two or three times.

Literature as an Interpreter of Life

Now, how are they coming back? Not with the old cultural abandon, not with the idea of gaining something for themselves, but to literature as an interpreter of life—that is the basis on which they are coming back and that is the basis on which we shall still continue to advertise literature to the 3,000,000 women.

Our program for next year includes the following things: emphasize the importance of books as an aid to enrich living; encourage the ownership of books and a definite place for books in the home budget; support and encourage Children's Book Week and the Earn a Book Campaign which was new last year and didn't get over as well as it should have. This year the clubs will know about the idea and try it out. They have to hear of it one year and try it out the next, usually. Then we plan to assist in the observance of National Drama Week, and to encour-

age state and local writers. It is a definite campaign of salesmanship of an idea.

I shall continue to sell the idea of literature to our 3,000,000 women without profit and with the donation of all of my own time and effort, because I believe in books and their power to enrich our daily living, because I believe that they will help us to solve the problems of the American home. They are the basis of education. They help us in our problems of public welfare. They help us to transcend the boundaries of space and time and to find that in the things of the spirit we are all one and therefore hasten the coming of international peace.

I like to think of books as literature. I like to think of that statement, "In the beginning was the word," and when I think of these living words, this worth-while literature of ours that we are selling, I think that when we learn to appreciate literature and to use it and to bring it into our lives as we should, then once more shall the word become flesh and dwell among us.

PRESIDENT MCKEE: I wonder if you all realize that Mrs. Miller has taken of her time and come all the way from Colorado Springs to bring us this message. I feel sure we should all be, individually and as an association, deeply grateful to her for the spirit that has prompted this. You can see from her talk what an idealistic conception she has of the book business as well as a very practical one that we are interested in of tying up thru this campaign in the interests of reading.

I cannot forbear to emphasize again here the necessity of all booksellers' coöperating with these 3,000,000 workers in the book business who are working for us without salary. If we don't avail ourselves of their efforts from now on, we are not as efficient as we claim to be in our meetings here.

From efficiency, my mind leaps to a blue-covered billboard which is dotting the highways of the country and which says, "7,000 more" of something that is made in Detroit, but it isn't books unfortunately. But if we had a few more efficient and aggressive people like Alfred LaBelle, of Macauley's, Detroit, we might some day have signs dotting the highways that there were 7,000 more books sold since yesterday. It is with a great deal of pleasure that I now call upon Alfred LaBelle, my fellow townsman, to read his paper on "Merchandizing Thru the Bookshop Window."

Merchandising Thru the Bookshop Window

By Alfred LaBelle

Macauley's, Detroit

I THINK it is with a great deal of foresight that Mr. McKee had this mourning drape on the other side of the table so you can't see my knees. I envy anybody who can get up on his feet and deliver a speech without any reference to notes or paper or anything of that sort. That is something I have never been able to do and so I shall have to read this to you. Perhaps some of the booksellers who were here for the discussion prior to the convention may find an answer to some of their questions in this paper and in a few of the things I have jotted down at the end.

In his window displays the bookseller can find his most valuable advertising, the only kind from which he can obtain immediate results, but he cannot expect to get this or any other advertising for nothing. Remember that your show windows are efficient workers, day in and day out, and they ask for no vacations and you should see that they receive none.

As a man is judged by the clothes he wears, so also is the store judged by its window displays. Keep your windows clean and see that the light does not dazzle the eyes of passers-by, and that it is directed on the goods you have on display. It is well to remember in arranging a window to place the main feature at such a height as will most easily meet the eyes of the passers-by.

It has been very interesting to watch the effect of various kinds of window displays

upon the observer. When a very unsuccessful window display from the sales point has been in for three or four days and observers walk away from your display without registering a single thing, the fault is with the display and not with the observer's memory. A great many times, it is a display that someone has just thrown in without any idea of color distribution.

Color Distribution

A great number of people trimming windows forget to place the books with light or bright-colored jackets at the rear and the dark ones at the center or front, not realizing that to do this would create a background that would show the dark books off to better advantage. Yet no doubt, you have noticed at times how difficult it is to see the title on a dark jacket if it is placed at the rear of a display.

Here is an idea to work out. Place thru the display, possibly two feet apart, books with jackets in colors, such as red, orange, green, blue or black, and just watch your window observer's eyes travel over your entire display with considerable more interest than usual, and you will find that your display has made an impression on his memory that will bear results.

Some of the single title displays that have been very successful of late are, "Arrowsmith," "Soundings," "Thundering Herd," "Drums," and "Voices From the Dark." Possibly the chief reason for their success has been due to the displays of miscellaneous nature which have occupied the window at odd times between the single title displays.

We must bear in mind that no window display can be entirely successful unless you make your table display of the same title so titles on the inside of the store will coöperate with the window, because no matter how attractive your window is, if the inside of your store does not match, you will soon be in the position of a man in ragged clothes with a fine overcoat when he is compelled to remove the coat.

And do not leave it all to the window display to sell the goods. The most it can do is to get the people into the store. Salesmanship must do the rest. A man may notice a 19c. notebook in a drug store window and buy a $5 razor stropper and $2 worth of other merchandise.

You can doubtless recall the many time that the desire to purchase one item too you into a store, and you spent far mor than the cost of the single item. Thus personal demonstration was given to you o the power of suggestion that display ha in effective merchandising.

Another type of window display that al ways creates considerable amount of in terest is the one that comes under the hea of "Books for the Home," in which yo will find cookbooks, nursing and first ai books, books relating to hygiene, and dic tionaries and other allied books.

It is well to have, on the sidewalk of your windows, pictures of authors o theatrical people, for I don't know of any thing that affords people more pleasur than to look at pictures unless there hap pens to be a mirror in the window.

Window displays should be more tha pretty; they should make people wan books, and the way to do this is to make i the job of the man who can do it the bes rather than pass it around from one to an other. It is surprising how a little piece o velvet will tone up the window display When you think of a good idea for a win dow display, don't wait for some one els to put it into effect but carry it thru.

Change Displays Often

In our old store we had a window about eighteen feet long and five feet deep. It was a corker to trim. It was necessary to put in all we could because it was impossible to trim one three or four times a month. But in the new location we have only two small windows and we trim them sometimes three or four times a week. For instance, just a week or so ago, our juvenile sales had dropped off a little bit, and the chief suggested that we put in some of those books. So into the window they went. They weren't in fifteen minutes before we got our first call, and the sales became very gratifying.

It is well to remember that just because you have arranged a good window display, you don't have to leave it until it is covered with cobwebs. A selling window is the one that impresses one point forcibly rather than many points faintly. A successful window is a window where an ordinary amount of common sense is used in color distribution and also one where price

tags are used, because price tags properly placed will pay your rent, fire and life insurance and put something by for a rainy day besides.

During the discussion prior to this meeting I jotted down a few notes. I will just read them. They are not necessarily connected in any way.

If your windows are small and you cannot make elaborate displays, make them attractive by reason of their variety.

The more of your store front that is given up to windows, the more of your time will be given up to waiting on customers.

Do your windows show the goods you are advertising or are they dressed without regard to other business getting plans? The windows and the advertising ought to work together.

Window displays will bring you new customers, and new customers you must have or your business will go to the dogs.

Show your goods but don't stop with showing them. Showcard them too. The best showcard is one that can be read at a glance, on the run in fact. Window gazers have neither the time nor inclination for essays.

Did you ever hear of a merchant using too many price tickets on his goods? If so, I would like to know how he managed. The more showcards you use, the more goods you will sell, but be sure that you keep the supply fresh and clean. Showcards are your silent salesmen. They are not such a bad substitute for the real thing after all. They make no mistakes and they draw no salaries.

I think in closing that I might mention the fact that probably one of the big factors in window display advertising at the present time, one of the things that makes the biggest impression upon people, is the window display advertising sent out by the National Association of Book Publishers under the direction of Miss Humble. I don't know of anything in the last ten or fifteen years that has meant so much to the booksellers as the advertising coming from the hands of Miss Humble, and if we would all use it I am sure that we would begin to notice the results.

PRESIDENT MCKEE: You can now readily see why Macauley Company happens to have such good windows.

After Mr. LaBelle's very interesting presentation of attacking the public thru the front window, we are to listen to a woman who, perhaps because of being a woman, decides that the flank attack is more effective, and Esther Gould, of Riverside, Illinois, is now going to tell us of the most interesting work that she is developing in selling books and which she is pleased to entitle, "Making a Flank Attack on the Public."

A Flank Attack Upon the Public

By Esther Gould

Esther Gould's Book Corner, Riverside, Illinois

WHEN I first realized that I was to have the honor of addressing your convention, I sought a good deal of advice on the subject. I am afraid that the advice was of such a varied and contradictory nature that I could make very little use of it. The first person I spoke to told me, "Don't be serious about this. These people are off on a vacation, they are not trying to get serious ideas, they are there to have a good time." The next person said, "Now you must take it seriously. All these people who come to conventions are here for business ideas. They are going back to their businesses to put these into effect."

I was in New York on the day that your convention program was first printed, and one of your number said to me, "I see you are on our program at the convention. That is great. Let's see, what is your subject? Pulling the leg of the public?" I had to admit that altho that might be part of it, that was the part one didn't talk about.

The idea that Mr. McKee wanted me to tell you something about this morning came to life in a bookshop. Two and one half years ago I started a very small bookshop in Riverside which you probably do not know is a suburb of Chicago. It was a very tiny bookshop and it was started

as an experiment. I knew that I wanted to go into some branch of the book business, but I didn't know what one, and in this experimental station, I learned a great many things that you learn during the first months of bookselling. One of the first and most astounding things I learned was put into words for you on Monday by Mr. Meyers, a vast part of the public does not read.

Turn the Traffic Toward Books

So the question was, how to help to sell them. It seemed to me that the most potent factor in selling them on this idea was to foster discussion of books, to get people to think of reading and to talk books as part of their everyday living. We are so much imitative creatures that we like to do what our neighbor tells us to do or what we find our neighbor is doing. I believe that one of the chief elements in Michael Arlen's success was the fact that no one, the first time he heard of him, would admit it was the first time. I had that experience when I came home from England about the first of October, and I found everyone else in the United States knew about Michael Arlen. I had just come from London where I had heard about literary people but not about Michael Arlen. I discovered the first time he was mentioned that I would even lose my claim to literacy if I admitted that I did not know who he was, so I smiled, making mental note of the comments to use on the next person, meanwhile making it my business to find out about Michael Arlen.

In our day and age, we are anxious to go with the crowd. Perhaps you have had the experience that I have had more than once in our well-regulated traffic in the loop of finding yourself just before the policeman blows the whistle darting triumphantly across the street and finding, when the retreat is cut off, that you didn't want to cross the street at all. You were going in the other direction. So it seemed to me there must be some way of turning the traffic toward books and book reading.

I looked about for a medium and after the medium of actual personal discussion in my shop, it seemed to me the most potent thing was the local, suburban paper. This went into every home in the community every week. It took the news of the clubs, the churches, the charitable organizations, the society which in a small community makes up the interest. It stayed on the library table for a week until every member of the family, who had some particular interest in that paper, had a chance to read it.

No Chicago or other metropolitan literary critic, it seemed to me, was read by a sufficiently large number to be widely discussable. Of course, individuals and small groups read all the literary department. When I was reviewing on the Chicago *Evening Post,* I think, of the people that came into my shop, probably one out of fifteen knew that I was doing this reviewing, and I think all fifteen knew that I was reviewing a book every week in the local paper.

When I went to the local paper and suggested a book review to them they were delighted. They felt that it was going to raise the tone of the paper and give the public an editorial feature that it would be very glad to have. I don't think I have had more fun than I had out of that local review. Everyone discussed it, from the postmistress to the women's club president, and I found so much stimulation in it and so much interest that I extended it to various other suburbs around Chicago until last fall I had thirty suburban papers.

Book Reviewing and Public Speaking Should Be Combined

Then, along with the reviewing, came the opportunity to do club speaking. I wouldn't have been able to appreciate the importance of this had it not been that shortly after I opened my shop a woman came to our club to talk on books. She spoke informingly and well and she completely ruled the reading of that town for the winter. There was a perfect stampede to the bookshop after hearing her talk, and I could hardly foist on the public the books that she had spoken of slightingly or derogatorily. Book reviewing in the paper and public speaking in the same communities must be worked in together.

An advantage of this combination is that the papers are eager to coöperate. I can get a front page story from the papers every time I stick my head in thru their door, because they are pleased to have a member of their staff appearing as a speaker;

it gives them the prestige, and then the fact of appearing at the club reacts very favorably on the written word.

Another thing that grew out of my local review was a book review department in our women's club. We hadn't had a department, because no one seemed to feel competent to take charge of it. We had one in music and drama, and from the discussion aroused by this local book review, several people went to the women's club president and asked why we did not have a literary department. They would like to get together and discuss. She came to me and asked me if I would organize one, which I did with pleasure, and we had an extremely interesting time. We got people to talking about books.

If we educated more people to be intelligent buyers and they could go into a bookstore, knowing what they wanted, they would become much more satisfied customers than if they had gone in, looked blank and said, "I want a good book."

Undoubtedly, you have worked with your women's club. Surely there is no more fertile field for book buying than the women's club. I was talking with Harry Hansen yesterday afternoon, and he said quite casually he felt there was no more vital and important force in bookselling than discussions in women's clubs. He felt that it was the factor which had put over "So Big" (I don't know how Doubleday Page would like that) and a good many other books that had done as well as that.

Encourage Club Literary Days

I want to urge you not to be backward about coming forward and offering yourselves as club speakers or suggesting some one that you know. I had the experience in going around and speaking to these program chairmen of finding the same thing in a small way that Mrs. Miller mentioned in a large way. The club programs which I was asked to look over were often entirely devoid of any literary interest, and I would say, "How is it that you didn't have a literary day this year?"

"Well, we had so many things that seemed vital. There were so many people urging us to have civics day and there were so many speakers anxious to talk on civic questions, on whom to vote for next time, on somebody's work for the juvenile court." There are so many entertainers and the more modest, perhaps, literary person is shoved into the background, but I found almost universally the response, "We would be glad to have a literary day. We have had a good deal of criticism because we didn't last year and people are interested in books, but we need to have the idea forcibly presented to them.

Book Review Syndicates

Perhaps the clubs around your book-buying centers are organized. If they are, it makes a very convenient unit with which you can work. I found this winter that all the clubs on the south side of Chicago were very closely knit. There are thirty-two clubs, of which all the heads of departments meet together often. When I met the head of all the literary chairmen, she suggested that I come and talk to them. She said, "We have been interested and would be glad to see you and know you." I was delighted to go and talked to them at their last meeting this spring and put up the idea of a book review in their own papers as something which they, with me, could carry on, and they were anxious to coöperate and give me suggestions.

The north side and west side chairmen do not meet together in the same way, but I am hoping that with a little suggestion brought to bear they will do so, because it would make three units around Chicago, extremely workable, by which I could reach all the literary element in the many women's clubs around Chicago.

One of your speakers on Monday mentioned two syndicates that are in process of organization, at least, in New York. This only goes to show that all great ideas are conceived simultaneously. There have been many syndicates, and the stumbling block of most of them seems to be that they have largely covered territories out of reach of the book buying centers. It is only by having syndicates at book buying centers that they can be of use to the book-trade, and it is only by your encouraging them and fostering them within the radius of your book buying centers that they can be of use to you.

PRESIDENT MCKEE: I now take great pleasure in calling on Mrs. J. T. Watson of Duluth, who will discuss with us the "Problems of the Western Bookstore."

Problems of the Western Bookstore

By Mrs. J. T. Watson

The Duluth Glass Block Store, Duluth, Minn.

I FEAR in addressing you I may be cultivating the gentle art of making enemies; not among the booksellers, but the publishers They form a group who know their own problems well, but not so well the possible pitfalls of the bookseller.

In the book business there are three factors—the independent publisher, the dependent and expectant bookseller and the skittish customer.

The bookseller is the publisher's only customer, or should be. Some publishers sell direct tho, but generally the skittish customer is left for the bookseller to catch—if he can. Whether or not he can catch him, depends upon the grist of books the publishers have in their mill.

If the publishers are preparing another "Outline" of something, a book on etiquette, a cross-word puzzle book, or a book on things "I shouldn't tell"—or just a plain book of gossip—by a gentleman with a duster, the bookseller need not worry, he knows he can't sell any more of 'em; but he can shut up shop and go into the publishing business and make 'em for the other fellow to sell. If, however, the publishers are getting up a list of real books, the bookseller can take heart and plan his campaign to capture the skittish customer.

The Cross Word Puzzle Deluge

It's been amazingly interesting to watch the noble army of publishers, slowly at first but persistently, trying to catch step with the two young publishers who hit the trail with the first cross-word puzzle books.

One potent, grave and reverend publisher after another fell in line. They brought out first just a plain cross-word puzzle book, then a puzzle book for children under a certain age, then one for children over a certain age. So the flood of puzzle books swept on until one eventful morning, five new cross-word puzzle books arrived for me by mail, accompanied by five eloquent letters from five versatile publishers each declaring that his puzzle book was the only one that "reaches the heights of satisfaction and stimulates into action, the scintillating beams of thought."

A Midwestern Jobbing House

With this influx of puzzle books we thought the climax was reached. But no, the worst was yet to come, for a cross-word puzzle book based on Bible characters, was the next development. Can you beat it? What we had suspected might appear, was a cross-word book based on Charlie Dawes' "Hell and Maria" speeches to the senate, but when one was actually advertised as compiled from Bible characters, we had a terrible case of mixed emotions. We had come to the place where we stopped, looked and listened for the next puzzle book surprise, we had had so many!

But aside from the little cross-word puzzle book vagaries of the publishers, bookselling is a delightful profession and should be a profitable one. The western bookseller, however, some 1500 miles from New York, has difficulties to surmount which do not exist for the bookseller located nearer the base of supply. Long distance from New York makes slow transportation. Slow transportation makes long waits, resulting in slow turnover. Slow turnover makes a high inventory, and a high inventory is the supreme catastrophe which the bookseller works all the year to avoid. If but one remedy were possible to relieve these conditions it would be the establishment of a mid-western jobbing house, one which would really be equipped to fill orders for not only current, but standard books. This suggestion was made some months ago by Mr. Huebsch in one of the best articles on books and book problems ever written. The establishment of such a house would, I believe, stimulate bookselling in the west materially, and it would also relive booksellers of the nerve-racking waits in having orders filled.

Beside delays in the delivery of stock orders, there is apparently a lack of effort on the part of some publishers to fill special orders with any promptness. Ten days must be allowed for orders sent to Chicago, and from two to three weeks for New York orders. This refers only to mail and express orders. Chicago is only fourteen hours from Duluth and New York thirty-two hours, allowing for change of cars in Chicago.

Bookselling Is a Game

We know that special orders are expensive to handle; but the customer who comes to you for an unusual book is a good customer for the very reason that he has appealed to you to help him get the book he wants. To hold this customer and hundreds more like him the bookseller is entirely dependent upon the publisher or jobber. Tho service is expensive, it has a magic power to build business.

Our service must be rendered and our business built exclusively on the sale of books, as we carry no greeting cards of any kind, no stationery, leather goods nor side lines. We are, therefore, entirely dependent upon publishers for our success, other things being equal. In our shop, bookselling is a game; a customer is a challenge; a sale is a victory and; a plus sale a dramatic climax!

There are characteristics in this game which make it difficult to play successfully, for the reason that the commodity handled is considered a luxury—and not a popular luxury either. Compare it to "listening in" and automobiling.

To the rank and file, too, books are expensive. A case in point. A workman came into our shop. On being asked what we could show him he said, "Well, before I git out of here I'm gonna buy a book but I've gotta be a whole lot richer than I am now to git much." We find this same conclusion reached by many who are long on cash but short on vision.

The system, however, which makes books a means of drilling into the often unwilling victim, the stern facts of life, has the effect of killing the atmosphere of joy and recreation which belongs to reading. As a result the youth of a city take their leisure as far as possible removed from books.

Again the bookshop has not only an opportunity but an obligation to preach the gospel of books.

Schools teach the reading of books; libraries the use of books; but the bookshop caps the climax when it induces the ownership of books!

A bookshop located in a medium sized western city of 110,000 is forced, as we are, into carrying second-hand books, old and rare books, and to running a circulating library in order to come near making a creditable showing at inventory.

The present average discount on current books hardly makes it possible for us to show our asked profit. We must have a uniform 40% discount, or risk a loss on our investment, notwithstanding we have the bulk of the book business of the city and vicinity. Publishers instruct their traveling salesmen to sell to the $1 stores, which stores carry children's books and popular copyrights; to art needlework stores; to drug stores; to magazine counters; and to such department stores as put in only a few hundred books for the fall business. The result is, the legitimate bookstore has to share profits with stores which carry books only as a side line. The legitimate bookstore spends 3% of its business in advertising; but these parasitic book stand, so to speak, seldom advertise a book.

Don'ts

In the hope that the publishers have never before had a code of Don'ts given them and feeling sure that they will eagerly accept the suggestions embodied—I humbly submit the following:

Don't think you know the traveling salesman's problems. *You don't.* Put yourself in his place and see how hard it is to sell some of the books you publish.

Don't charge New York freight on Chicago shipments. Give the bookseller a chance.

Don't expect the bookseller to pay carriage on shorts, unless by special arrangement he has agreed to do so.

Don't fail to ship books in time for publication date.

Don't think the Desk Standard Dictionary can be handled at a profit when 100 books must be bought to get better than a third discount and a net charge of 25 cents each must be paid for indexing, carriage extra.

Don't allow more than 10% discount to libraries. If you do, bookstores which should handle such orders, cannot do so without loss.

Don't expect a cheap employee to do an expert's work. It takes an expert to fill book orders.

Don't think that a profit can be made in selling current books, when the discount is less than 40%.

Don't think that booksellers are unmindful of the assistance given them by traveling salesmen. These gentlemen are often exceptionally well versed in their line, and their advice in placing orders, is a definite help. Personally, we are always glad to see them.

And don't think the bookseller unappreciative of the generous and successful work you have done in "The Year Round Bookselling Plan." The working out of this plan under your executive secretary, Marion Humble and her assistants, has resulted in the best and most helpful publicity the great cause of bookselling has ever had.

The *Bookselling News* is a mine of helpful suggestion, and the artistic posters, a climax in good advertising. The Rockwell Kent poster is an achievement to be proud of.

In conclusion, I give you a toast: "The Publishers: Health, Wealth and Happiness."

We are sure of their health because an active mind should mean an active body; of their wealth, because they are in the publishing business; of their happiness, because, in spite of all their faults, we booksellers love them still.

PRESIDENT MCKEE: I have been asked to announce Jacob Freis of Holland, Michigan, who, many of you will recall, read a paper on the "Small Town Bookshops," at our Detroit convention, and who, remembering the luncheon that was held by small town booksellers, has again suggested that there might be booksellers here from the smaller towns of the country who would like to get together to-day and discuss their common and peculiar problems. If so, he would be very glad to meet any of you in the room adjoining this one after we adjourn, and his intention is that you should all partake of luncheon together and afterward discuss various business.

ADJOURNMENT

WEDNESDAY AFTERNOON SESSION, MAY 13

PRESIDENT MCKEE: I am going to call upon Noble A. Cathcart of the *Saturday Review of Literature,* who is going to read for us the paper that won the second prize in the "More and Better Bookselling" contest. You probably remember that this second prize was awarded to Mrs. M. E. Teeter of Morris Sanford & Co. of Cedar Rapids, Iowa, and as it has some very practical ideas in it, I think it would be well worth your hearing.

PRESIDENT MCKEE: The third prize was won by Charles L. Pollard, of Zercher Book & Stationery Company, Topeka, and as he is not present either I am wondering if Cedric Crowell will not lend us his voice, which I am sure every one can hear, for the reading of this paper, which is quite a short one.

PRESIDENT MCKEE: As announced this morning, we will at this time have the report of the round table discussions. Joseph Mills, who had the round table on publicity and advertising, was forced to go back to Detroit last evening, and John G. Kidd kindly agreed to take over that round table this morning and conduct it, and he also is going to make the general report on the various things that were discussed at that time.

Reports of the Round Table Discussion

I. Publicity and Advertising

Reported by John Kidd, Stewart-Kidd, Cincinnati

ONE thing that particularly stood out in the discussions was the interest in the proper percentage of advertising to sales, and as nearly as I could gather from Mr. Mills, two and one half to three per cent seems to be the proper proportion, tho it is a matter that is more or less individualistic to shops. It depends upon location and the size of the city so that it would be hard to determine on a general rule. I am very sorry, indeed, that Mr. Mills is not here to give his own excellent report, because he had the material in hand in excellent shape so that you would have had a much better idea of what the round table on publicity and advertising had accomplished if he had been able to present his own report.

In the matter of advertising in newspapers as compared to other forms of advertising, it seems to be the consensus of opinion that windows are much more profitable than newspapers. Leonard Wells was most emphatic in his statement on that subject, his suggestion being that with an excellent window, a well-selected stock and an intelligent salesman inside, the results would be much better than with a large amount of black and white space in the papers,

I think we all agree that a combination of advertising methods is essential for almost any store, but there is this to be said for the newspapers, in order to attract people who are not in the habit of passing our stores, it is necessary that we should advertise some, and I believe that advertising of any kind is a good thing. Of course, some of it, we recognize, is wasted. On the other hand, if you can get people in, then you must have intelligent support inside the store to take care of the people and take all the money away that is possible.

A great many of our own customers when they go up to Chicago go into Kroch's Bookstore when they are walking along Michigan Avenue. They are always very much impressed with Mr. Solle. To begin with, he knows a lot about books, and he is not only himself a man of interesting personality but he has a way of making books seem very interesting.

W. H. Solle, of Kroch's, whom many of you know, is one of the leading salesmen in this part of the country, and probably has as large a personal clientele as any individual book salesman in America, in discussing the matter of personality in his shop, said that they try as far as possible to develop the individual taste of the various clerks who are working for Kroch's and if a man happens to be "nuts" on old violins or chickens or anything, it doesn't matter what it is, he is allowed to develop that line. He went on to say that they had a very uncouth salesman there who was very fond of a certain type of literature, and that half of the freaks of Chicago haunted the shop as long as this man was there, and he was doing a very respectable volume of business with customers whom the rest of the crowd could not sell, and that as soon as he left, that line of patrons gradually died out.

It comes back again, of course, to personality. If you like a thing you can certainly recommend it and sell it. My belief in this matter of selling is that when the prospective customer comes in to buy, he should be approached very much in the attitude of a physician attending to a case. In other words, one should try to sell the book that will fill the place that this particular customer wants to the best of his knowledge and ability. If he is successful at all he is in a position to develop a very mediocre business to something that is worth while.

By the way, we have here with us today, one man who has demonstrated that to a very great degree, Harry Korner, of Korner & Wood, Cleveland. Mr. Korner is the man who starts in on a book before the rest of the trade has heard anything about it, and he has sold 3,000 copies be-

fore we know of its existence, and then the publisher comes along and says, "Look what Harry Korner has done." This has been pulled so many times recently that it has no effect because they know perfectly well that nobody else can do it.

This morning, in the course of our discussion, the matter of publicity thru the

JOHN J. KIDD

pulpit came up, and that, by the way, is a very excellent plan to secure sales. I don't know why modern ministers have stopped reading books on theology but they have, they devote more time to economics, history, biography, and current events. In other words, they become more humanized every day, and in doing so they are a wonderful help to the sales in any concern. Doctor Ascham, who is a man of some repute as an author and a Methodist minister, has any number of times come into our shop and picked out some book that he was interested in, and a couple of weeks later we began to receive calls for it. At first we didn't understand it until we followed the papers and found that on Sundays he preached on these books. I think that we can capitalize to a greater extent these opportunities which we have, including various lecturers,

I am afraid that what I have to say may sound rather rambling. I cannot but express my regret again that Mr. Mills is not here, because publicity is his particular line and he could tell you all this much better than I am doing it.

After all, the whole business, it seems to me at least, is personality and if we can put that over in our shops it is the great thing. Of course, that statement is pretty much a bromide. It didn't matter which angle we hit our subject from, the sum and substance of the argument was that personality in this business is the thing that will put it over. For instance, if you happen to like first editions of Doctor Johnson's dictionary and can go thru and say that "oats is something they feed to horses in England and to men in Scotland," that is the catchy line and you have got somebody's attention. If you don't know anything about Dr. Johnson's dictionary, you can't sell it. In order to learn about it you have got to read books but there are a lot of booksellers that don't read books, they merely sell them. They can't do it successfully unless they have a personal feeling. Then they know what they are talking about and they are enthusiastic and can put it over.

W. K. Stewart, down in Louisville, has recently become an ardent southern gentleman. He is just one mile and a half below the Mason and Dixon line and he is very keen for Robert E. Lee so he gave me some facts about Maurice's book. He told me, among other things, that Lee graduated second in his class at West Point and that Grant was twenty-ninth, but on the other hand Mr. Grant trimmed him. All those things are interesting and they are interesting facts that we can pass on to our customers and make the business not only agreeable but very profitable.

PRESIDENT MCKEE: Apparently, it can all be summed up in that wise quotation from Madge Jenison in "The Sunwise Turn," that we fail in bookshops by what we do not know," and, incidentally, I want to say that any time you want to know some more things about the book business that you don't know, or you become discouraged and want a little inspiration and a little encouragement, read or re-read, if you have read it before, "The Sunwise Turn," by Madge Jenison, one of the greatest little books ever written on bookselling.

II. College Bookstore Association

President, F. H. Tracht, University of Chicago Bookstore

I THINK the college group does like to talk, and fearing that we would not have an opportunity in the limited time for the round table discussions, we stole a march on some of the delegates here and had a little luncheon on Monday before the meeting, at which time Dean Ernest H. Wilkins of the University of Chicago gave us a short address on "The College Bookstore as an Educational Resource." This address pictured an ideal bookstore similar to the ones that we have been talking about here in the general sessions. He told us about adding a fireplace and a few rugs, etc., and gave us some very good points.

The college group is really endeavoring to make the college bookstore more than a dispensary of textbooks, to encourage general reading among the students and to find a place for the educational plans of the university, and we hope to bring that about thru the work of the group.

FRED H. TRACHT

On Tuesday morning about fifteen publishers joined us, and we had a very lively session. Fearing again that there might be some difficulty in managing our own group, we asked Mr. Melcher to come in and act as umpire. We had a very frank discussion during which we ironed out a lot of problems that seem to come up in the college bookstore business, and we went away friends. I feel that it was really a good discussion.

This morning Basil Blackwell, in his happy way, told us of the relations between the English universities and the bookstores in England. He told of his own fine establishment there, about his quarter of a million books or more, how he had them arranged, how the students enjoyed browsing, and that they could browse all day and no one would interrupt them.

We really had a very fine group of meetings and we feel that much has been accomplished. The attendance has been from thirty to fifty or more.

III. Small Town Bookstores

Chairman, Jacob Fris of Holland, Michigan

IN our discussion we talked over selling books to the country and city libraries. Most of the delegates were in favor of taking this business at small profit.

Schemes of advertising were taken up and methods of display.

Conventions were also discussed, and it was the opinion that not enough good was received from the convention for the time and money spent. We believe you should work out a plan of having a separate round table each morning of the convention for dealers in cities of 50,000 or less. It was also the opinion that we should not have a regular strip of tickets at $12, but separate tickets at the smallest cost possible so that the small dealer can take what he pleases.

Then, too, the convention should be held at a central hotel where the rates are on a scale where all can stay if possible under one roof. Plans should be sent to the small town dealers before the convention, thus giving them more incentive to attend. We feel sure more small town dealers would attend, thus making our conventions stronger and doing still more good than they are now doing.

I might say that Mr. Jarvis, president of the Canadian Booksellers' Association, is carrying out most of these ideas in his convention in June, and he expects a large gathering of the smaller dealers who surely are in need of ideas, probably more so than the larger dealers.

IV. Children's Books

Chairman, Mrs. Addie McCullough, Evanston, Ill.

MISS HUMBLE tells me that I have to make this very brief. "Make it snappy and in twenty minutes." I am going to give you the high lights and only take five.

We met yesterday morning under very auspicious circumstances. We had a full house and every one was very much interested.

We touched upon the different aspects of the best way to sell children's books and the things that would seem to us to help us most. I think one of the things that was most impressive was that the sales person must know the books. Knowing children's books you will surely love them, and if you love them you can always sell them and you will always have an audience when you find yourself conversant with them. The parents and the booksellers are to blame if the children do not get the best books.

The education of the parents by the booksellers was discussed by Mr. Wells so vividly in his article this morning that I am afraid some of us may have to face some parents when we go back to our bookshops.

Then another thing that we mentioned was the selling of the better book, impressing upon people the need of getting the better class of books, the better printed books and the better illustrated books, to train children's minds in the way that they should go.

Then we talked about the little bookshop, the children's bookshop in the bookshop. Mrs. Matthews of Omaha gave us a most illuminating talk on her children's shop which is incorporated inside her large bookshop. We all enjoyed that very much.

Then the talk on the all-year-round selling plan, too, was very, very illuminating. The parents and teachers' associations can give us help and the libraries can give us help. All that we have to do in a little town or a big town or any other is to ask the parents and teachers' association and ask the libraries to help and they are always willing to help us and give the aid that we need.

Plans for selling Children's Book Week and for making Children's Book Week most attractive were very good. You can get the resumé of most of those from Miss Humble. She has most of them which were sent in to her.

Then Leonard Wells of Minneapolis gave us a splendid talk on educating the parents, and he also gave us some very fine points on the way to get our books shown. He says he sends out packages of books any time he is asked to any Parents and Teachers' Association, to any school that wants to make an exhibit of children's books, or to any club, and he find it nets him great returns.

In the second session we paused a moment as a tribute to the star in the American firmament that has passed away yester-

lay, and I am sure you all did the same his morning when the papers gave us the nessage that the brilliant pen of Amy Lowell will write no more.

Then we took up the question of publishers. When I said to one of the publishers' representatives who was here that we were going to discuss publishers, he said, "I will not be there." Whether it was a guilty conscience or whether he was too modest to hear the praise, I don't know. He didn't come, at any rate. He should have been there, because I think the consensus of opinion was that the publishers are aiding us and doing everything they can for us.

Personally, I feel that we can't be too deeply grateful to all the publishers. They are giving us better books, cheaper books, wonderfully illustrated books. We spoke of the direct advertising that they are doing, and after talking it over, I don't think there is anyone in the assemblage this morning who didn't think that the direct advertising was a blessing instead of a bane.

We spoke of the new plan Miss Humble has for vacation selling. That gives us the three months in the spring to sell books for vacation. Of course, the fall business takes care of itself as we all know, but to sell children's books in the spring we found a plan was necessary. Miss Humble has a very fine plan which she sent out to a number of booksellers and received twenty-one hundred replies.

The subject of reviews came up. We wanted the publishers to help us in that, to get more literary reviews of children's books. The papers haven't handled that. Whether the fault is with the dealers or publishers we don't know, but the idea is to get publishers to send the children's books to good reviewers so that they are well reviewed.

During the year, in September and just in the fall and at Christmas time, when the sale is, of course, better, the reviews are made, but if we could have them in the spring and during the winter months, it would keep up the interest in children's books for the entire year, for that is what we need.

PRESIDENT MCKEE: And we are very grateful for your report, Mrs. McCullough.

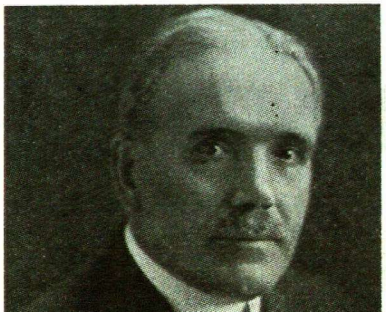
I now take great pleasure in having Mr. Melcher announce this year's elections to the Fellowship of the Association.

PLANNING TO PLEASE THE CHILDREN—THE UP-TO-DATE EQUIPMENT OF KORNER & WOODS NEW STORE AT CLEVELAND

Announcement of the Elections to the Honorary Fellowship

By Frederic G. Melcher, *Chairman*

THIS is my fifth appearance in the capacity of chairman of this special committee. I take you back five years when we began two movements in our Association, for increasing bookbuying and for recognition of better bookselling. The promotion campaigns began at Philadelphia and also the plan of the Honorary Fellowships thru which this Association found a way to recognize such members of the profession as it desires particularly to honor, thus giving them credit for years of work and at the same time honoring ourselves by pointing to the Association's ideals of good bookselling. We are now in our fifth year of election. During the first three years, as was the plan, we elected five members each year. Last year and this year we have made the ballot for three but owing to a tie last year and a special ballot which put the chairman in the embarrassing position of being elected on his own plan, there were five again, last year. We now have had twenty members of this group. I think you would like to have the list read to you.



JOHN LOOS
ELECTED TO THE
HONORARY FELLOWSHIP

Charles E. Butler (deceased)
George W. Jacobs, Philadelphia
William Harris Arnold (deceased)
J. K. Gill, Portland, Ore.
Joseph M. Jennings, Boston
Charles A. Burkhardt, New York
Walter S. Lewis, Philadelphia
Louis A. Keating, Syracuse
Sidney Avery, Washington
C. C. Parker, Los Angeles
Hon. Edwin S. Stuart, Philadelphia
Frank Morris, (deceased)
Charles E. Lauriat, Jr., Boston
Ward Macauley, Detroit
John G. Kidd, Cincinnati
Frederic G. Melcher, New York
Henry S. Hutchinson, New Bedford
Alexander Robertson
San Francisco
Vernor M. Schenck
Springfield, Mass.
J. Joseph Estabrook
Baltimore

We should not com to this meeting with out noting that a thir member of this grou has during the pas year passed from u We had lost i Charles E. Butler on of the outstanding me of the American book trade, who left h mark on our histor and our trade practic We lost in Willia Harris Arnold a ma of peculiar literary flair, a man who love the fine book and yet was able to sell book to the masses, a man who enlivened an delighted us all in conventions. We hav lost in the past year a man who peculiarl typifies the public's affection for the boo and for the bookstore, one of the most b loved figures in all the American book trade, Frank Morris of Chicago.

In this ballot, following our custom, w asked members to send in suggestions o people whom they believed our membe ship would enjoy voting for this year. Th ballot included the following twelve name and was prepared and sent to all members Will D. Wilson, Lowman & Hanford Co
Seattle
Marion E. Dodd, Hampshire Book Sho
Northampton, Mass.

Marcella Burns-Hahner, Marshall Field & Co., Chicago
James F. Drake, Rare book dealer, New York City
Walter F. Cox, John Wanamaker, Philadelphia

E. BYRNE HACKETT
ELECTED TO THE
HONORARY FELLOWSHIP

Eugene L. Herr, L. B. Herr & Son. Lancaster, Pa.
E. Byrne Hackett, Brick Row Book Shops, New Haven, New York and Princeton
John Loos, Brentano's, Chicago
Fred D. Lacy, G. P. Putnam's Sons, New York
Paul Elder, Paul Elder's Bookshop, San Francisco
Clarence L. Saunders, St. Paul Book and Stationery Co., St. Paul, Minn.
Leonard H. Wells, Powers Mercantile Co., Minneapolis

The voting has been heavier than usual, showing the interest in the Fellowship, and before I announce those who received the largest vote, I want to say, and I know it is the opinion of all here, that in nominating our friends for this ballot of twelve, we testify our deep appreciation of their work. By allowing their names to be used in this way, they are enabling us to conduct this canvass and thus find a way, awkward tho it may be and inadequate, of expressing our appreciation of those who do original and fine work.

In planning our Fellowship we made no specification of what type of bookselling we were to vote for nor were there any standards of scholarship or terms of service to measure by. We have simply set down our own estimates of what has been a real service to the country, and to this profession. It is that type of spontaneous recognition that comes out in the vote.

I regret, as chairman, that the usual form of welcoming to the Fellowship has to be somewhat curtailed as two of the three who have been elected by your vote are not able to be at this convention. According to our usual practice, which I believe you approve, I should like to ask all of those in the room who are members of the Fellowship to come up here with me

MARION E. DODD
ELECTED TO THE
HONORARY FELLOWSHIP

and give the right hand of fellowship to such members as may be announced next.

[H. S. Hutchinson, John G. Kidd and Ward Macauley came forward.]

The ballots for the year give the highest vote to John Loos of Brentano's, formerly of New York and now of Chicago. [Applause.] I think there can be no question of the significance of John Loos' place in bookselling. I have never heard of a customer who did not feel that his principles and practice of building up complete and intelligently selected stocks, his sound judgment in planning for sales has made him

one of the country's great booksellers. I have never known anyone of the trade but has looked at his stores as models of bookselling in a large way. He has been buyer and manager of bookstores which America is proud of and we are particularly glad that Mr. Loos, a Chicago man, unspoiled by a score of years in New York, is back on his home ground again. We welcome him here into the Honorary Fellowship of the American Booksellers' Association. He is one of the most lovable people in the entire book-trade so that the warmth of our welcome is personal as our admiration for his professional ability is deep.

[Mr. Loos came forward and received the engrossed parchment of the Fellowship.]

JOHN LOOS: If I were like Mr. Melcher I could come up here and give you a nice little speech, but that is really not in my line. That is something I never did in my life, make a public speech or make an announcement. . All I have to say is to thank you one and all for this Honorary Fellowship conferred upon me.

MR. MELCHER: The next name has another and peculiar significance. Mr. Blackwell was good enough to say that the message which you allowed me to take from the American book-trade to Oxford was well received there. I am going to repeat one point that I made to them; that there is one thing that has happened in the last twenty-five years which has been greatly to the trade's advantage. We have welcomed women into the full fellowship of American booksellers.

No one can follow bookselling of the last fifteen years in this country without realizing the diversity and importance of women's contribution, and the new inspiration that has been given to us all by the character of their shops, and by their new ways of doing business, and by what they have brought to these conventions. There are a dozen women that we would like to honor for what they have done in the fields of bookselling. We think of those names instinctively. Perhaps the fact that we, this year, have with us the college book section in its second year has lead the vote to turn to a college bookseller, Marion E. Dodd, Hampshire Book Shop, Northampton, Massachusetts.

Her bookstore, if you have not visited it, is worth taking a side trip to see on your next journey to Boston. It has been organized and managed wholly by women. The staff is a credit to any bookshop, the methods of selling are alert, aggressive and business-like, and it is an outstanding example of a new era in the selling of books in a university town. I think that the men of the college bookstore fraternity would be willing to award to Miss Dodd high credit for her original work in developing that field. I think it would be appropriate if the president of the College Book Store Association, Mr. Tracht would see to it that Miss Dodd's parchment was sent to her.

MR. TRACHT: I will send a telegram to her.

MR. MELCHER: As for the third, we are again emphasizing the college bookstore, in the election of E. Byrne Hackett of New Haven, New York and Princeton. There are few of us who do not realize the contribution that Mr. Hackett has made to American bookselling. He has been a publisher with Doubleday and with Baker & Taylor, he was manager of the Yale University Press, but the contribution for which we are here honoring him is that he started at Yale a type of college bookstore for the cultured reader and collector, a bookstore tied up with the bibliographical interests of the university, so that his bookshop at Yale has been one of the outstanding developments in bookselling in the last decade. From Yale, he went to New York and from New York he was invited to come to Princeton so that with a chain of three stores he has contributed greatly to the knowledge of what can be done in bookselling. Will the secretary telegraph his election to him?

PRESIDENT MCKEE: I am sorry to have to announce to you that we have just received word from Dr. A. C. Littleton, of the University of Illinois, who was to present to you "Statistical Characteristics of Bookstore Sales," is not able to be with us. However, Dr. Littleton, I understand, is a man who always keeps his word and so he has sent a substitute in Mr. Gressner who is assistant at the university in the Bureau of Business Finance of the University of Illinois.

Statistical Characteristics of Bookstore Sales

Report of the Investigation of the Bureau of Business Research of the University of Illinois

THE Bureau of Business Research of the University of Illinois is an organization devoted to studying different types of business thruout the State of Illinois, but altho it is not limited to the State of Illinois, most of our studies have been within the state.

Two years ago the Bureau of Business Research began to coöperate with the Booksellers' Association of the State of Illinois in studying the book-trade of this state. We gathered data, among other things, monthly sales data of a number of bookstores and analyzed these data.

The idea behind this analysis of the book-trade was to try to determine whether or not the statistical methods could be applied to medium-sized businesses which had already been applied to large businesses.

A portion of our results have already been published in a bulletin which we call the "Statistical Characteristics of Bookstore Sales," which you can obtain from the Bureau of Business Research at the University of Illinois, gratis.

If our research into small business and into bookstore trade is successful we are going to publish a subsequent bulletin on our methods which we use in analyzing these sales volumes statistically so that the business man may himself use statistical methods in analyzing and forecasting his own sales just as he does now in keeping straight his accounts by a system of bookkeeping and accounts.

The field of statistics in that respect has been relatively undeveloped, and we are doing pioneer work in this particular field, just as Harvard University has done five or six years previous to our own beginning.

Our first attempt at forecasting bookstore sales was based on about fifteen or sixteen individual bookstores in the State of Illinois, and we have made two annual forecasts of these businesses. We came surprisingly close in our forecast of 1924 and 1925. In several instances where our forecast of the annual year's business showed a relatively large error, we could also explain the error. For instance, for one of the bookstores for which we forecasted the sales this year, we had an error in the forecast of about 16 per cent, but that error was explained because one of the competitors quit handling a certain line of books which these two stores handled together in previous years, and threw all the trade to this one store. That naturally swelled the volume of sales beyond any expectation on our part, because we work with cold figures only and almost the same conditions could be explained in any other instance when we missed our forecast. In general, our average error in forecasting for 1924 and 1925 by our methods was about 2½ per cent, so we came surprisingly close to correct business estimates.

Besides forecasting the total volume of sales for the year, we are attempting to forecast the distribution thruout most of the year. We are attempting to devise a system for forecasting the business sales, which is simple and which can be worked by any business man in a comparatively short time so he can predict his monthly distribution of sales thruout the year.

We have found out a few things that are pertinent in our research thus far. It is absolutely useless to talk in terms of general average of the trade. I have some charts here which I will leave on the desk and which you can get at your leisure, which illustrate the great difference there is between individual concerns, even in a single trade, as the book-trade. There is hardly any comparison between two individual stores, so it is absolutely useless to analyze the trade as a whole and try to establish anything which will be useful for an individual store by studying the trade as a whole. That thing we are convinced of in our research so far.

On the program for Thursday, May 14th, the first item, the report of round table chairman, as you have realized, we have incorporated this afternoon, but that doesn't mean that you are going to get an

hour off to-morrow morning because I, very autocratically now, decree that the executive session to-morrow morning will begin at nine-thirty. We expect it to be one of the most important that we have ever held. No member of this Association should be absent.

This, of course, being an executive session is not open to those who are not members of the Association, the press even being excluded. Some of the booksellers who are here might find it quite profitable to join between now and to-morrow morning at nine-thirty so that they can come in and partake of the discussion and the action which is promised at this session.

ADJOURNMENT

Report of the Resolution Committee

By Walter S. Lewis, *Chairman*

Resolution No. 1

RESOLVED, that we express our appreciation and gratitude to the Program Committee, Mrs. Josephine M. Greene, Chairman, and to the Entertainment Committee, L. Brent Vaughan, Chairman, for the splendid manner in which the work of their committees was executed; to Harold H. Swift, of Swift & Co., for generous courtesies extended; to the Chicago Publishers for the enjoyable theater party; to Marshall Field & Company for their delightful hospitality; to the Drake Hotel Management for satisfactory coöperation in meeting the Convention's needs; to R. R. Donnelley & Sons Company for contributing the artistic Convention programs; to the Press for comprehensive publicity; to the Pullman Company for furnishing unusual musical entertainment; to I. Ottenheimer for so admirably handling the matter of Convention Railroad Certificates, and to the following for souvenirs: D. Appleton Co., Wilbur P. Blessing Co., Association Press, Bobbs-Merrill Co., M. A. Donohue & Co., Doubleday Page & Co., Duffield & Co., Grosset & Dunlap, Harcourt, Brace & Co., Harper & Bros., B. W. Huebsch, Inc., Alfred A. Knopf, Inc., Laird & Lee, Inc., A. C. McClurg & Co., G. & C. Merriam Co., Penn Pub. Co., Reilly & Lee Co., Rand McNally & Co., Simon & Schuster, F. A. Stokes Co., George Sully, University of Chicago Press.

Resolution No. 2

RESOLVED, that we endorse the following recommendation of the Board of Trade:

A preliminary survey has been made under the chairmanship of Joseph Estabrook, of Hochschild, Kohn & Co. of Baltimore, of the feasibility of developing on a national scale the "Books by Telegraph" idea. The Board of Trade suggests that this inter-city book delivery service should be available only to members of the association; that it should be centralized in the office of the Executive Secretary of the American Booksellers' Association; and that an equal division of the gross profits between the bookseller taking the order and the bookseller who fills the order would be an equitable distribution. The Board of Trade endorses this idea most heartily and believes it a sure method of increasing book sales among the members of the Association.

Resolution No. 3

RESOLVED, that we endorse the following recommendations of the Board of Trade:

A committee under the chairmanship of Mr. Eisele, of Brentano's, New York, has made an exhaustive study of the desirability of the Association operating for its members an enclosure house in New York. This Committee has had the advantage of Mr. Eisele's wide knowledge of the successful operation of such organizations in foreign countries, notably Holland and France. This knowledge has been supple-

mented by a careful survey of the needs of the American booksellers. Several joint conferences have been held between the committee and a committee from the National Association of Book Publishers, whose members will coöperate with us. Its recommendation has the hearty endorsement of the Board of Trade, and the Executive Committee is authorized to proceed with the plan when 100 members using at least 200 cases a week have agreed to use the service.

Resolution No. 4

RESOLVED, that we endorse the following recommendation of the Board of Trade:

The Board of Trade has noted that during the past year there have been fewer instances of offers of books as premiums, or the publication of special cheap editions for exclusive mail order sale. The Association should, in the opinion of your Board of Trade, register its appreciation of this coöperation by most of the publishers and strongly urge those who still adhere to this dangerous practice to discontinue it immediately. Its continuance, in our opinion, means a handicap to the booksellers out of all proportion to the returns to the publisher.

Resolution No. 5

RESOLVED, that we endorse the following recommendation of the Board of Trade:

The Board of Trade, as always, condemns the practice of price cutting. This attitude is based on our knowledge that with the present costs of doing business and the margin of gross profit in the general retail book business, there is insufficient net profit to make the practice feasible. The Board of Trade particularly condemns the practice sometimes resorted to by publishers of soliciting direct by mail business at a price reduction below the basic retail price as quoted by them to the bookseller.

Resolution No. 6

RESOLVED, that we endorse the following recommendation of the Board of Trade:

We urge that all publishers in all their advertising, carry the slogan—"For Sale by your Bookseller"—or similar words.

Resolution No. 7

RESOLVED, that we endorse the following recommendation of the Board of Trade:

The Board of Trade endorses the work of the Year-Round Bookselling Committee and urges booksellers everywhere to coöperate with the Committee in its efforts to stimulate book reading and book ownership.

Resolution No. 8

RESOLVED, that we endorse the following recommendation of the Board of Trade:

The Board of Trade feels that the American Booksellers' Association can and should attract to its membership not only the dealer in current publications, but also second-hand book dealers, rare book dealers, subscription book publishers and book sellers, educational and technical book publishers and booksellers, and business book publishers and booksellers. We urge all publishers and booksellers to make this association theirs and bring to it their problems and their help. We urge every bookseller in America to join the American Booksellers' Association and give it his support. We believe that our Association can never reach its maximum effectiveness unless we are truly representative of the book-trade of the country.

Resolution No. 9

RESOLVED, that we endorse the following recommendation of the Board of Trade:

The Board of Trade recommends that serious consideration be given to the adoption of a suitable trade emblem for our Association and its members. In our opinion the present emblem is unimaginative, lacks distinction, and is not symbolic of the profession of bookselling.

Resolution No. 10

RESOLVED, that we endorse the following recommendation of the Board of Trade:

The Board of Trade recommends to the entire membership of the A. B. A. a systematic training of its personnel in the theory and technique of bookselling from its many angles. We believe an intelligent, well-informed personnel is the best guarantee of increased sales and profits. The organization and operation of study courses in bookselling in various cities, have the hearty endorsement of the Board of Trade; and we recommend wherever possible, similar local educational programs.

Resolution No. 11

RESOLVED, that we endorse the following recommendation of the Board of Trade:

The Board of Trade urges all of its members to study the question of bookselling by mail more carefully, particularly in territory which is inadequately covered by retail bookshops. Here is a large field for increased sales for every energetic bookseller who can conceive and carry to completion a mail-order program.

Resolution No. 12

RESOLVED, that we endorse the following recommendation of the Board of Trade:

The Board of Trade urges the entire membership of the A. B. A. to coöperate actively with the office of the Executive Secretary of the Association in the adoption of suggestions sent out from his office during the ensuing year.

Resolution No. 13

WHEREAS, it is the common knowledge of booksellers that library business cannot be profitably handled at the rates now being currently quoted, and

WHEREAS cut-throat competition for quantity orders has brought about great confusion in the trade and recriminations between publishers, jobbers and booksellers; therefore be it

RESOLVED, that booksellers be urged to re-survey their costs of handling library business and to put quotations on the basis of service competition with a profit for the work performed; and that publishers and jobbers be strongly urged to take a sounder view of the whole problem in order that the channels of distribution may function more rationally thru the retail bookseller.

Resolution No. 14

RESOLVED, that this Convention register its disapproval of the publication of salacious books and urge all booksellers to ban such books from their shops. We are, however, opposed to federal, state, and municipal censorship—except the censorship of intelligent public opinion.

Resolution No. 15

WHEREAS, to provide for the present high cost of retail distribution; and to provide for the proper conduct of a retail book business with adequate stock and suitable service, as well as proper promotion; and to provide for the losses due to slow turnover and rapid depreciation that are inherent in the business; and to provide a reasonable net profit to the bookseller, a larger gross margin is required than is at present provided; therefore be it

RESOLVED, that this Association again urges upon all publishers the necessity for granting a uniform flat discount of 40% on all travelers' and stock orders, and a minimum discount of 36% on all pickup orders, and that it urges all booksellers to extend the fullest possible coöperation to those publishers who allow such discount to the trade.

Resolution No. 16

RESOLVED, that the American Booksellers' Association renew its endorsement of the efforts of the American Fair Trade League, which are apparently bearing fruit, to secure legislation for price standardization and fair trade practice, and appropriate $100 to further the work of the League.

Resolution No. 17 (Voted down)

RESOLVED, that we recommend to the Executive Committee a careful consideration of the advisability of conducting a Book Show or Exhibit as a feature of future Conventions.

Resolution No. 18

WHEREAS, a general inquiry among the delegates to this Convention, by members of the Resolution Committee, reveals an all but unanimous sentiment favoring an Eastern City for the 1926 sessions of the American Booksellers' Association; therefore be it

RESOLVED, that this body recommend to the Executive Committee that the Convention of 1926 be held in one of the three following places: St. Louis, Richmond and New York. (A test vote showed a large majority favored St. Louis.)

Resolution No. 19

WHEREAS, the American book-trade is increasingly conscious of the close relations that exist and must always exist between the bookmen of the English-speaking world, and

WHEREAS, this natural relationship has been emphasized by the presence here of delegates from England and from Canada and by their contributions to convention sessions,

RESOLVED, that the American Booksellers' Association hereby record its appreciation of the importance of these happily developing contacts and take the opportunity occasioned by the attendance here of Basil Blackwell of England and A. H. Jarvis of Canada to send warm fraternal greetings to the Associated Booksellers of Great Britain and Ireland, the Antiquarian Booksellers' Association and to the Canadian Booksellers' Association.

Officers Elected for 1925-1926

President, WALTER V. MCKEE, John V. Sheehan & Co., Detroit
1st Vice President, HULINGS BROWN, Little, Brown & Co., Boston
2nd Vice President, STANLEY REMINGTON, Norman, Remington & Co., Baltimore
3rd Vice President, MRS. ANNA MORRIS, J. L. Hudson & Co., Detroit
Secretary, HARRY V. KORNER, care of Korner & Wood, Cleveland
Treasurer, JOHN G. KIDD, Stewart Kidd, Cincinnati
For the Board of Trade:
SIMON L. NYE, S. Kann & Sons Co., Washington
L. W. MCFARLAND, Adams Bookstore, Fall River
RALPH WILSON, McDeavitt-Wilson Co., New York
THEODORE E. SCHULTE, Schulte's Bookstore, New York
Alternates:
ALFRED HARTOG, Columbia University Bookstore, New York
WALTER EVERETT, R. H. White Co., Boston
JOHN SKINNER, Charles Scribner's Sons, New York

College Bookstore Association—Election of Officers

At their last session of the convention the College Bookstore Association elected officers for the ensuing year and planned to meet next year with the American Booksellers' Association at St. Louis.

President, FRED H. TRACHT, University of Chicago Bookstore,, Chicago
Secretary, MARION E. DODD, Hampshire Book Shop, Northampton
Treasurer, HARRY MEESE, University of Pittsburgh Bookstore, Pittsburgh
Executive Committee:
ALFRED HARTOG, Columbia University Bookstore, New York
EDWARD GRADY, University of Wisconsin Bookstore, Madison

Convention Diversions

AT the banquet on Thursday night, President McKee, with graceful and very sincere praises, expressed the enthusiasm of the convention for the work of the Entertainment Committee which had had so much to do with the success of the Chicago gathering. L. Brent Vaughan of F. J. Drake & Company, as chairman, was presented with a token of appreciation. He was the ideal person for that position, and planned and carried thru the four days' program without halt or friction. Associated with him were Frank K. Reilly, G. W. Littlejohn, W. P. Blessing, Donald P. Bean and Fred H. Tracht.

Monday evening the Drake grill had been reserved for the Association for a dinner-dance beginning at seven o'clock, a splendid opportunity for meeting again old friends and getting acquainted with new ones. On Tuesday noon, automobiles met the convention group at the hotel and took them to the Swift packing plant, where luncheon was tendered them by Harold H. Swift. After the luncheon, there was a tour of the place with a chance to see the many operations that make the packing industry the famous thing that it is. At three o'clock the automobiles took members to the University of Chicago and thru the famous Chicago system of parks and boulevards. Those who had not visited the university were struck with the wonderful beauty of its unified architecture. Many took the occasion to go thru the University Press with Donald P. Bean and to visit the big University Bookstore, of which Fred H. Tracht is the manager.

For Tuesday evening the selection of Grace George's play, "She Had to Know," was a very happy one; the whole floor being taken by the Chicago publishers as a most generous and enjoyable form of entertainment for the convention. The play is a comedy of wit and grace, and proved just the thing for such a convention party.

After the adjournment of the Wednesday afternoon session, the members crossed the hall to welcome the Society of Midland Authors, represented by such well-known figures as Harriet Monroe, editor of *Poetry Magazine,* Harold Balmer, author of "Wild Goose Chase," etc., Dr. Edgar J. Goodspeed, translator of the New Testament and others.

At nine o'clock on Wednesday evening the whole convention moved over a few blocks to the Chez Pierre Club for a dance and midnight supper. This diverting place has an admirable dance floor, and between dances there were professional numbers, and a delightful tamborine dance by Mr. Reilly's niece.

On Thursday afternoon Mrs. Marcella Burns-Hahner extended an invitation for tea in the Wedgewood Room of Marshall Field & Company, and many used this opportunity to see the wonderfully appointed book department.

The Hotel Drake's provisions for the banquet were ideal. The speakers introduced by President McKee, who is the most gifted of toastmasters, were ex-Governor E. P. Morrow of Kentucky, a polished and brilliant orator, Mrs. Janet A. Fairbank, literary and social leader of Chicago and author of "The Smiths," a story of old Chicago, just published by Bobbs-Merrill Company, and Dean Gordon J. Laing of the Graduate Department of the University of Chicago and head of the Department of Latin, who made a speech both bookish and witty. After the banquet, the floor was cleared for three hours of dancing.

All the convention program was greatly facilitated by the selection of the Hotel Drake as the place of meeting. Members found this the most admirable quarters that the convention has ever had. The hotel is about five minutes out of the business district and on the shore of the lake. The far extending foyers and parlors provided so much room for pleasant gathering and for easy going and coming that the chance of meeting friends in pleasant and informal conference was far greater than is possible in the usual run of city hotels. The management of the hotel took every pains to give service such as is appreciated by busy delegates.

Still further recognition of the local in

terest in the convention was the beautifully printed program with its wonderful blue and white map of Chicago, a contribution from the great printing house of R. R. Donnelley & Sons. The typographical beauty of this can be attributed to William H. Kittredge, their special typographer, and to the special interest in the program of Donald P. Bean of the University of Chicago Press. Donnelly also printed the beautiful gold and white menus for the banquet.

The newspapers of Chicago were extremely helpful in the good publicity given to the convention sessions. Harry Hansen of the Chicago *Daily News* was one of the speakers on the program, Fanny Butcher of the Chicago *Tribune* welcomed many at her bookstore, and Llewellyn Jones of the Chicago *Post* was among those present at the reception on Wednesday for the Midland Authors.

Souvenirs

"The Mother's Recompense." By Edith Wharton. Appleton.
"Good Health and Long Life." By Lucien C. Warner. Association Press.
"A Prayer." By Max Ehrmann. W. P. Blessing Co.
"The Smiths." By Janet A. Fairbank. Bobbs-Merrill.
"A Book of Gayety." Selected by Wallace and Frances Rice. Donohue.
"One Thousand Best Books." By Asa Don Dickinson. Doubleday, Page.
"On Reading." By Georg Brandes. Duffield.
"The Glimerick Book." By Shaemas J. A. Witherspoon. Glimerick Pub. Co.
Bag for souvenirs. Grosset & Dunlap.
"Sinclair Lewis." By Oliver Harrison. Harcourt, Brace.
"He Was a Man." By Rose Wilder Lane. Harper.
"Madonna and the Student." By Isabel Neilson. Huebsch.
"Sea Horses." By Francis Brett Young. Knopf.
Diary. Laird & Lee.
A box of stationery. McClurg's.
Webster's Collegiate Dictionary. Merriam.
"The 4th Norwood." By Robert E. Pinkerton. Reilly & Lee.
"Split-Ear." By Thomas Clark Hinkle. Rand, McNally.
"Webster's Poker Book." By H. T. Webster, George Ade and others. Simon & Schuster.
"The Lost Speech of Abraham Lincoln." By Honoré Willsie Morrow. Stokes.
"A Manual of Style." University of Chicago Press.
"The Book of Friendship Verse." Collected and edited by Joseph Morris and St. Clair Adams. Sully.

Record of Attendance

Alabama

Gottlieb, M. B., Studio Book Shop, Birmingham.

Arkansas

Stone, Charles H., University of Arkansas Book Store, Fayetteville.

Wirtz, George O., Allsopp & Chapple, Little Rock.

California

Jacobs, Millicent, Eugene Sommer, Kahn's, Oakland.

Maynard, Gertrude C., The Jones Book Store, Los Angeles.

Ritchie, Katherine, City of Paris, San Francisco.

Colorado

Farnsworth, Edith B., Edith Farnsworth's Book Shop, Broadmore Hotel, Colorado Springs.

Miller, Mrs. Oran C., Daniels & Fisher, Denver.

Miller, Mrs. L. A., 1528 N. Nevada Ave., Colorado Springs, Chairman Literature General Federation.

Connecticut

Carter, Mrs. G. J., The D. M. Read Co., Bridgeport.

Warfield, George F., G. F. Warfield & Co., Hartford.

Wilkes, Mrs. Della M., 161 Sherwood St., Bridgeport.

District of Columbia

Lewis, Gertrude, Woodward & Lothrop, Washington.

Meegan, James H., The Rare Book Shop, Washington.

Nye, Simon L., S. Kann Sons Co., Washington.

Georgia

McDonald, Mrs. F. H., Lester Book & Stationery Co., Atlanta.

Illinois

Aitken, Alison S., 601 Glen Ellyn Pl., Glen Ellyn.

Allen, Kenneth A., Allen & Co., Waukegan.

Atwood, Mrs. Harry F., Laird & Lee, Inc., Chicago.

Baird, Sara E., Carson Pirie Scott Co., Chicago.

Barker, Russell H., Printers' Ink, Illinois Merchant's Bank Bldg., Chicago.

Bean, Donald P., University of Chicago Press, Chicago.

Bean, Mrs. Donald, Chicago.

Beeson, Nella, Peoria Public Library, Peoria.

Bernhardt, Caroline, Chicago Public Library, Chicago.

Bextron, Pearl Loeffler, Carson Pirie Scott Book Store, Chicago.

Bigelow, J. W., The Macmillan Co., Prairie Ave. & 25th St., Chicago.

Blessing, Wilbur P., W. P. Blessing Co., Chicago.

Bray, Joseph E., A. C. McClurg & Co., Chicago.

Brewer, Orville, Orville Brewer Publishing Co., Auditorium Bldg., Chicago.

Burton, Adele E., P. A. Bergner and Co., Peoria.

Butcher, Fanny, 75 East Adams Street, Chicago.

Caldwell, Braden, Reilly & Lee Co., Chicago.

Ceshinsky, Morris, Community Book Store, Chicago.

Cleary, Vera Valentine, Vera Valentine Book Shop, Chicago.

Cole, C. S., King Cole's Book Shop, Galesburg.

Cook, Catherine E., Open Court Pub. Co., Chicago.

Cook, Howard W., Reilly & Lee Co., Chicago.

Cooper, Theron P., Walden Book Shop, Chicago.

Coy, Mr. & Mrs. G. M., Chicago.

Crew, Mildred, H., Public Library Highland Park.

Darst, Samuel H., Reilly & Lee, Co., Chicago.

Davis, Lelah M., Haines & Essick Co., Decatur.

Dean, S. Ella Wood, Chicago.

Donohue, M. A., Chicago.

Elliott, Mary L., Carson Pirie & Scott Co., Chicago.

Finley, Forrest C., Pilgrim Press, Chicago.

Flynn, William J., Brentano's, Chicago.

Forrest, Howard J., Western Book & Stationery Co., Chicago.

Furlong, Russell L., Jordan Pub. Co., Chicago.

Garland, F. D. U. of I. Supply Store, Champaign.

Glass, S. S., The Stanley Pub. Co., Chicago.

Goodpasture, Mrs. Clandia, Carson Pirie & Scott Co., Chicago.

Goodwin, Mrs. J. E., Chicago.

Goodwin, J. E., Rand McNally & Co., Chicago.

Gould, H. A., A. C. McClurg & Co., Chicago.
Greene, Mrs. Josephine M., The Davis Co., Chicago.
Grentzebach, C., 58 W. Washington St., Chicago.
Grimm, C. R., Albert Whitman & Co., Chicago.
Hagstrom, A., Westminster Press, Chicago.
Hahner, Mrs. Marcella Burns, Marshall Field & Co., Chicago.
Hamer, John G., The Macmillan Co., Chicago.
Hansen, Harry, Chicago Daily News.
Heimens, Rollin D., University of Chicago Press, Chicago.
Henry, Ralph B., Carson Pirie Scott & Co., Chicago.
Hermann, E. P., LaSalle University Press, Chicago.
Hill, Duke, Montgomery Ward & Co., Chicago.
Hitchens, Ben F., John C. Winston, Chicago.
Holloway, R. F., University of Chicago Press, Chicago.
Hopkins, G. R., Carson Pirie Scott & Co., Chicago.
Hotchkiss, John T., Reilly & Lee Co., Chicago.
Howell, May, University of Chicago Press, Chicago.
Hulbert, Mrs. Henry, Woodworth's Book Store, Chicago.
Hyde, W. C., Methodist Book Concern, Chicago.
Jensen, Edward W., Montgomery Ward & Co., Chicago.
Johnson, William N., W. B. Read & Co., Bloomington.
Kapfhamer, Wm. J., Presbyterian Board of Christian Education, Chicago.
Kendall, Guy, A. C. McClurg & Co.,
Kluefer, Mrs. Mary E., Lords Dept. Store, Evanston
Knapp, F. D., The Macmillan Co., Chicago.
Koles, George, American Technical Society, Chicago.
Lamb, Mrs. Harry M., Chicago.
Lamb, Harry M., Rand McNally & Co., Chicago.
Landis, Miss Clara, Chicago.
Lea, Geo. J., Reilly & Lee Co., Chicago.
Leggett, Mrs. Frances D., Evanston.
Lilja, R. H., Rand McNally & Co., Chicago.
Littlejohn, G. W., Rand McNally & Co., Chicago.
Lyons, Mrs. Michael, Chicago.
McAuliff, Anna, Laird & Lee, Inc., Chicago.
McCullough, Mrs. A. B., The Book Shop, Evanston.
Major, Chas. S., Am. Baptist Publication Society, Chicago.
Mills, Laura, Block & Kuhl Co., Peoria.
Mills, H. Melville, Church Pub. House, Chicago.
Morton, Mrs. D. L., Carson Pirie Scott & Co., Chicago.
Needham, Ida H., Carson Pirie Scott & Co., Chicago.
Olsen, Mrs. H. Tanner, Chicago.
Peterson, Ed. K., A. C. McClurg & Co., Chicago.
Pomerene, Mary, Pilgrim Press, Chicago.
Reck, A. Rebecca, Marshall Field & Co., Chicago.
Reilly, F. K., Reilly & Lee Co., Chicago.
Ritter, C. V., 17 No. Wabash Ave., Chicago.
Robinson, Edw., Brentano's, Chicago.
Rockwell, Thomas S., A. W. Shaw Co., Chicago.
Root, Alice E., Marshall Field & Co., Chicago.
Ryan, Lillian M., Loyola University Library, Chicago.
Sanford, W. J., W. A. Wilde Co., Chicago.
Sargent, E. T., Marshall Field & Co., Chicago.
Sayers, Alfred H. P., The Chicago Book Store, 62 E. Monroe St., Chicago.
Seymour, Mrs. H. C., Chicago.
Silbermann, Benjamin, The Chicago Book Store, 62 E. Monroe St., Chicago.
Skolnick, Louis, Marshall Field & Co., Chicago.
Snigley, Louise, Chicago Public Library, Chicago.
Solle, W. H., Kroch's Book Store, Chicago.
Solle, Mrs. W. H., Kroch's Book Store, Chicago.
Storm, Irene A., Carson Pirie Scott & Co., Chicago.
Thomas, Mrs. M. C., Chicago.
Tracht, Fred H., University of Chicago Book Store, Chicago.
Travis, Chas. T., H. E. Chandler Co., Evanston.
Travis, Mrs. Chas. T., Chandler's, Evanston.
Vaughan, L. Brent, F. J. Drake & Co., Chicago.
Weihman, J. D., LaSalle University Press, Chicago.
Welch, Charlotte H., Charlotte's Library, Chicago.
White, I. J., Rand McNally & Co., Chicago.

Whitman, Albert, Albert Whitman & Co., Chicago.
Wisotzki, Julius, Chicago.
Wolf, Gertrude, Carson Pirie, Chicago.

Indiana

Biddle, Ward G., Indiana University Book Store, Bloomington.
Blanton, A. J., W. K. Stewart Co., Indianapolis.
Butterfield, A. S., Smith & Butterfield Co., Evansville.
Henry, Mayme M., A. Herz, Terre Haute.
McCann, James A., Bobbs Merrill Co., Indianapolis.
Olsen, H. S., The Bobbs-Merrill Co., Indianapolis.
Thompson, Grace, L. S. Ayres & Co., Indianapolis.

Iowa

Ficke, Mrs. Evelyn B., The Book Shop, Davenport.
Graham, E. C., Graham's Book Store, Burlington.
Hyman, Anna, Hyman's Book Store, Des Moines.
Lepper, Miss L. M., J. H. C. Petersen's Sons Co., Davenport.
McFarland, J. Glenn, Central Book Store, Oskaloosa.
Williams, H. J., The Iowa Supply Co., Iowa City.

Kansas

Pollom, Ray H., Students Co. of Merc. Co., Manhattan.

Kentucky

Brown, Francis P., W. K. Stewart Co., Louisville.
La Coste, Bessie, W. K. Stewart Co., Louisville.

Maryland

Estabrook, J. Joseph, Hochschild Kohn Co., Baltimore.
Ottenheimer, Isaac, I & M. Ottenheimer, Baltimore.
Remington, Stanley G., The Norman Remington Co., Baltimore.

Massachusetts

Brown, Hulings C., Little, Brown & Co., Boston.
Brown, Mrs. Hulings C., Little, Brown & Co., 34 Beacon St., Boston.
Everett, Walter C., R. H. White Co., Boston.
Everett, Mrs. W. C., 266 West Newton St., Boston.
Fabens, Marie E., The Book Shop, 319 Essex St., Salem.
Fisher, Benjamin, Financial Publishing Company, 17 Joy St., Boston.
Geer, Geo. H., Houghton Mifflin Co., Boston.
Hoyt, Lawrence W., Small Maynard & Co. Boston.
Hutchinson, Henry S., H. S. Hutchinson & Co., New Bedford.
Lynch, Walter I., Small Maynard & Co., Boston.
Munroe, Robert C., G. & C. Merriam Co., Springfield.
Pottinger, David T., Harvard University Press, Cambridge.
Pfanstiehl, Josephine, Milton Bradley Co. & McLoughlin Bros., Inc., Springfield.
Saltmarsh, R. C., H. S. Hutchinson & Co., New Bedford.
Taylor, S. W. H., Boston Evening Transcript, Boston.
Vass, Edward J., Small Maynard & Co., Boston.
Walsh, Albert H., The Independent Publications, Inc., Boston.

Michigan

Clarke, Bates E., Beecher, Kymer & Patterson, Kalamazoo.
Clarke, Mrs. Bates E., Kalamazoo.
Conklin, Lucile M., M. E. Carlton Co., Flint.
Feige, Laura, Shaw Book Shop, Grand Rapids.
Fris, Jacob, Fris Bookstore, Holland.
La Belle, A. J., Macauley Bros., Detroit.
La Belle, Mrs. A. J., Detroit.
Ludewig, Adam, Adam's Book Store, Alpena.
Macauley, Ward, Macauley Bros., Detroit.
Macauley, Mrs. Ward, Detroit.
Morris, Mrs. Anna S., The J. L. Hudson Co., Detroit.
McKee, Walter V., J. V. Sheehan & Co., Detroit.
McKee, Mrs. Walter V., 2233 Tuxedo Ave., Detroit.
Smith, Mrs. Marion, Herpolsheimer Co., Grand Rapids.

Minnesota

Foisy, Laura, Power's Mercantile Co., Minneapolis.
Perine, E. G., Perine Book Co., Minneapolis.
Smith, Robert L., The Golden Rule, St. Paul.
Watson, Mrs. James T., The Book Shop, Glass Block Store, Duluth.
Wells, Leonard H., Power's Mercantile Co., Minneapolis.

Missouri

Baxter, Charles R., The St. Louis News Co., St. Louis.
Chisman, L. D., Montgomery Ward & Co., Kansas City.
Dennis, May E., Washington University Bookstore, St. Louis.

Hanson, William C., Methodist Book Concern, Kansas City.
Hyke, Florence P., Stix, Baer & Fuller, St. Louis.
Hyke, Edwin I., Stix, Baer & Fuller Co., St. Louis.
Klages, Geo. E., Scrugg's Vandervoort Barney, St. Louis.
Miner, William Harvey, William Harvey Miner Co., St. Louis.
Parrott, Elva E., Fred Harvey, Kansas City.
Samis, Robert E., Samis Publishing Co., Kansas City.
Springer, J. H., Presby. Bd. of Ch. Education, St. Louis.
Turner, Guy R., Doubleday, Page & Co. (Bookshop), St. Louis.
Weidmann, C. F., The Methodist Book Concern, Kansas City.
Winn, Jane Frances, Globe Democrat (Literary Editor), St. Louis.

Nebraska

Avery, Mrs. Helen L., Miller & Paine, Lincoln.
Matthews, Mrs. W. R., Matthews Book Store, Omaha.
Willis, J. H., The Lincoln Book Store, Lincoln.

New Jersey

Areson, Mrs. S. F., Nutley.

New York

Albrecht, Wm. P., The Macmillan Co., New York.
Andrews, Chas. B., John B. Woodward, New York.
Archer, Leon B., Cosmopolitan Book Corp., New York.
Areson, S. F., Thomas Nelson & Sons, New York.
Ayers, Charles H., The American News Company, New York.
Bachmann, Geo. F., Thomas Nelson & Sons, New York.
Bachmann, Mrs. G. F., 601 W. 168th St., New York.
Barnes, W R., Barnes & Noble, Inc., New York.
Brentano, Arthur, Brentano's, New York.
Brett, Geo. P., Jr., The Macmillan Co., New York.
Bruce, Ernest J., Thos. Y. Crowell Co., New York.
Burger, Adam W., Harper & Brothers, New York.
Burger, Mrs. A. W., Brooklyn, N. Y.
Cathcart, Noble A., The Saturday Review of Literature, New York.
Clinch, F. A., D. Appleton & Co., New York.
Clinch Mrs. F A., New York.
Colby, Wm. J., Association Press, New York.
Coleman, R. V., New York.
Corrigan, M. A., The Baker & Taylor Co., New York.
Corrigan, Wm. B., Edward J. Clode, Inc., New York.
Crone, Albert R., Publishers' Weekly, New York.
Crowder, J. L., Boni & Liveright, New York.
Crowell, Cedric R., Doubleday Page Book Shops Co., New York.
Crowell, Jeremiah O., Thomas Y. Crowell Co., New York.
Cummings, Miss T. J., The Wm. Hengerer Co., Buffalo.
Davis, William M., Forsyth & Davis, Inc., Kingston.
Dempsey, Alice M., Gimbel Brothers, New York.
Derby, Marcia, Elmira College, Elmira.
Drake, H. R., George H. Doran Co., New York.
Drew, Leonard, Atlantic Monthly, New York.
Ennis, Miss Ellen, Doubleday Page Co., Garden City.
Eron, Chas. A., Thoms & Eron, New York.
Greene, Louis C., The Publishers' Weekly, New York.
Griesser, Marjorie, Nat. Assn. of Book Publishers, New York.
Hadley, William B., Funk & Wagnalls Co., New York.
Hall, Harriet Jane, J. N. Adam & Co., Buffalo.
Harris, O. T., J. H. Sears & Co., New York.
Hartog, Alfred, Columbia University Press, New York.
Hays, R. N., Geo. H. Doran Co., New York.
Herz, Sidney, The Braun Pubs., Inc., New York.
Hovendon, Bruce, J. H. Sears & Co., New York.
Hovendon, John, 286 Fifth Ave., New York.
Humble, Marion, National Association of Book Publishers, New York.
Jones, Nina C., J. A. Hearn & Son, New York.
Kelley, Mrs. Marion, Abraham & Straus, Inc., Brooklyn.
Ketcham, Edward C., Grosset & Dunlap, New York.
Kinsey, H. C., Cosmopolitan Book Corp., New York.
Knapp, Albert S., Chas. Scribner's Sons, New York.

Korbel, Charles, Oxford University Press, New York.
Korbel, E. Charlotte, Oxford University Press, New York.
Levy, Louis M., J. H. Sears & Company, Inc., New York.
Levy, Mrs. Louis M., New York.
Liveright, Horace B., Boni & Liveright, New York.
Lyons, Michael, Samuel Gabriel Sons Co., New York.
McIntosh, Wm. W., Oxford University Press, New York.
Macrae, John, Jr., E. P. Dutton & Co., New York.
Magel, F. L., Syndicate Trading Co., New York.
Malloy, James V., Cosmopolitan Book Corp., New York.
Massee, May, Doubleday, Page & Co., Garden City.
Melcher, Frederic G., Publishers' Weekly, New York.
Mendes, Leslie W., Interlaken Mills, New York.
Meyers, Ellis W., Executive Secretary, American Booksellers' Assn., New York,
Montgomery, W. V., The Pencil Points Press, Inc., New York.
Mook, W. H., Jr., Harper & Bros., New York.
More, Miss Jane, Forsyth & Davis, Inc., Kingston.
Mullen, John J., A. A. Knopf, Inc., New York.
Mulligan, Peter P., Thoms & Eron, Inc., New York.
Murkland, P. A., J. H. Sears & Company, Inc., New York.
Murr, Mary L., McFadden Publications, New York.
Newkerk, Mrs. Garrett, Forsyth & Davis, Inc., Kingston.
Northcott, Harold J., Abingdon Press, New York.
Pearce, Wilbur E., University Book Store, Syracuse.
Porter, E. W., E. P. Dutton & Co., New York.
Pusey, Mary Hunter, Elizabeth H. Pusey, Inc., New York.
Rittenhouse, Geo. F., Baker & Taylor Co., New York.
Sanford, B. E., Cornell Coop. Society, Ithaca.
Schulte, Theo. E., New York.
Schulte, Mrs. Theo. E., New York.
Sears, Eliza B., Aries Book Shop, Buffalo.
Seiffert, George V., Doubleday, Page & Co., Garden City.
Seiler, A. G., New York.
Simon, Richard L., Simon & Schuster, Inc., New York.
Smith, Harrison, Harcourt, Brace & Co., New York.
Smith, James J., Doubleday, Page & Co., Garden City.
Tienken, A., American News Company, New York.
Titus-Werner, Mrs. M. S., Edgar S. Werner & Co., New York.
Tucker, Ada, E. S. Werner & Co., New York.
Walker, Belle M., American News Co., Inc., New York.
Wilson, Ralph, McDevitt-Wilson's, Inc., New York.
White, Mary A., White Book Shop, Mount Vernon.
Ziegler, E. H., George H. Doran Co., 244 Madison Ave., New York.

Ohio

Bingham, G. B., The Burrows Bros. Co., Cleveland.
Brown, Hazel, The Nookery, Columbus.
Fleischauer, Fred, Elder & Johnston Co., Dayton.
Hutchinson, Veronica S., Halle Bros. Co., Cleveland.
Jackson, Chas. K., The Burrows Bros. Co., Cleveland.
Jackson, Mrs. Charles K., The Burrows Bros. Co., 633 Euclid Ave., Cleveland.
Kidd, John G., Stewart Kidd, Cincinnati.
Korner, H. V., The Korner & Wood Co., Cleveland.
Lindsey, Mollie, The Rike-Kumler Co., Dayton.
McLean, Chas. M., Pettibone, McLean Co., Dayton.
Pettibone, Walter, The Pettibone-McLean Co., Columbus.
Richardson, J. K., Robinson's Book Store, Akron.
Ritt, John J., Abingdon Press, Cincinnati.
Stevenson, Nevin J., Doubleday, Page Book Shop, La Salle & Koch Co., Toledo.
Stimmel, Miss Blanche, Elder & Johnson Co., Dayton.

Oklahoma

Schmidt, Dorothea C., Tulsa Book Shop, Tulsa.

Pennsylvania

Barnhart, H. C., York.
Barnhart, Mrs. H. C., York.

Barnhart, Helen L., H. C. Barnhart, York.
Bollman, Miss K. S., Lebanon.
Bollman, Miss S. A., K. S. Bollman, Lebanon.
Clinger, J. W., American Baptist Pubn. Society, Philadelphia.
Cressman, Harvey E., Amer. Baptist Pub. Socy., Philadelphia.
Fockler, L. H., J. C. Blair Co., Huntingdon.
Fraser, John R., The John C. Winston Co., Philadelphia.
Goeppel, Mrs. Mable B., Hess Bros., Allentown.
Harvey, Laurence N., Pomeroy's, Inc., Harrisburg.
Herr, Eugene L., L. B. Herr & Son, Lancaster.
Houston, James R., National Publishing Co., Philadelphia.
Houston, Mrs. James R., National Pub. Co., Phila.
Hurst, H. N., Barr Book Shop, Lancaster.
Jones, T. Edward, Jones Book Shop, Pittsburgh.
Jones, Mrs. T. Edward, Jones Book Shop, Pittsburgh.
Kemp, J. Campbell, Joseph Horne Co., Pittsburgh.
Kornbau, Rudolph G., The John C. Winston Co., Philadelphia.
Lewis, Walter S., Presbyterian Bd. of Publ., Philadelphia.
Liljeros, Iver O., Houston Club Store, University of Pennsylvania, Phila.
McKay, J. S., David McKay Co., Phila.
McKay, Mrs. J. S., Phila.
Mattison, Fred F., Strawbridge & Clothier, Philadelphia.
Meese, Harry E., University Book Store, Univ. of Pittsburgh, Pittsburgh.
Schlamm, Edgar D., N. Snellenburg & Co., Philadelphia.
Shepherd, W. O., John C. Winston Co., Phila.
Shepherd, Mrs. W. O., J. C. Winston Co., Phila.
Shoemaker, Frank W., The Penn Pub. Co., Philadelphia.
Shoemaker, Mrs. Frank W., Philadelphia.
Wallace, Edward W., Oil City.

Tennessee

Beaird, Pat, Lamar & Barton, Nashville.
Ferris, Chas. E., Cooperative Book Store, Knoxville.
Howard, S. H. H., Lamar & Barton, Nashville.
Pilkington, Joseph V., Cokesbury Press, Nashville.
Stokes, Mrs. E. W., Lamar & Barton, Nashville.
Turner, M. T., Lamar & Barton, Nashville.
White, Frank, Lamar & Barton, Nashville.

Texas

Kingsbury, Mrs. Marie K., White Pub. Co., Fort Worth.
Norfleet, J. Frank, White Pub. Co., Ft. Worth.
White, W. F., White Pub. Co., Ft. Worth.

Vermont

Barney, Annis O., University Store, University of Vermont, Burlington.

Virginia

Arnall, M. L., Methodist Publishing House, Lamar & Barton, Agents, Richmond.
Whitmore, B. A., Lamar & Barton, Agents, Richmond.

Washington

McRae, J. E., University Book Store, Seattle.

West Virginia

Brown, C. W., The James & Law Co., Clarksburg.
Waterman, Mrs. F. L., Honeysuckle Hut, Parkersburg.

Wisconsin

Briggs, Mrs. S. M., Hawthorne Book Shop, Madison.
Darronougue, R. S., Ed. Schuster & Co., Milwaukee.
Grady, E. J., University Cooperative Co., Madison.
Hale, E. M., Eau Claire, Book & Staty. Co., Eau Claire.
Hale, Mrs. E. M., Eau Claire.
Hampel, Fred B., Hampel's Book Shop, Milwaukee.
Runns, Annie A., Hawthorne Book Shop, Madison.
Steven, J. D. R., Eau Claire Bk. & Staty. Co., Eau Claire.
Steven, Mrs. J. D. R., Eau Claire.
Thompson, Clara E., Eau Claire Book & Sta. Co., Eau Claire.

Canada

Jarvis, A. H., Ottawa.
Tremeer, Grace Margaret, Assn. of Canadian Bookmen, Toronto.

England

Blackwell, Basil, B. H. Blackwell Ltd., Oxford.

Postal Hearings

IT has been announced that the Joint Committee of the Senate and the House will begin to hold hearings on postal matters on July 20th and that the Committee will hold a series of meetings in Washington, Atlanta, Philadelphia, New York, Augusta, Buffalo, Chicago and St. Paul. This Committee is charged with the responsibility of outlining the permanent revision of the postal rates to take care of the $68,000,000 salary increases carried by the recent Postal Bill. The present rates will stay in effect until supplanted by some other legislation.

The effect of the changed rates on different industries has been much under discussion, particularly the effect on the farmer. The American Farm Bureau Federation has issued a statement that the rates are particularly burdensome to the farmer, and, in spite of this, it has been said that the farmer receives rural free delivery service which costs the government about $2,500 per route and brings in $150 per route. This means that the department is donating about $100,000,000 a year to the farmers.

Several booksellers have been confused about the effect of the special rate on catalogs, and it should be pointed out that 24-page catalogs, which naturally include such publications as *Books of the Month* and the *Book Review*, are mailable at 1c. for each 2 ounces. This is true of all catalogs until they reach the weight of 8 ounces, when they pass into the classification of parcel post. The large mail-order houses have the increase of 2c. on parcel post, as the catalogs of these houses are far over the half-pound rate.

Fortunate if True

UNDOUBTEDLY the report that Dr. Rosenbach had paid $33,000 in London for the only known copy of Richard Baxter's "A Call to the Unconverted," printed in the Indian tongue by John Eliot, has caused many people to stir around among their old bookshelves, and it is now reported in the press that the Rev. N. J. Hilton of Alton, Ill., has found a copy which has come down to him thru four generations from his grandfather, Elijah Norton.

A Bridge-Head to Europe

DR. WALDO G. LELAND, executive secretary of the American Council of Learned Societies, has written from Paris, emphasizing the importance of the American Library in Paris "as a bridge-head of American intellectual interests in Europe. Authors and publishers would find it advantageous to have their works in that library, for there they will come to the attention of many scholars who would not otherwise know them."

The Library publishes its own organ in which are listed each month the books received, and it furnishes book notices to European publications and lends books to learned periodicals for review.

Big Advertisers Use First Class Mail

CONSTERNATION has been aroused among postal officials in Washington already, altho the new postal rates have been in existence only a short time. According to reports large advertisers, who, before the new rates went into effect, made use of third class mail in sending circulars, will now use first class mail.

The advantages are manifold as everyone knows. Heretofore people receiving circulars thru the mails by unsealed third class methods relegated them to the waste basket without so much as a glance. Third class matter, however, is now 1 and ½ cent per ounce while first class matter remains at the old rate of 2 cents per ounce. Thus large advertisers will, it is said, make use of first class mail with its advantage of being sealed and the greater possibility of its being opened and read. This will entail an additional expenditure of only ½ cent above the third class matter rates. Postal officials are envisaging increased revenues being eaten up on account of first class mail facilities becoming tremendously overburdened. Should the bulk of this circular mail be thrown into the first class division, the total weight and amount of first class mail would be enormously increased, while the revenues would be increased comparatively little. If advertisers use first class mail more railway cars and employees will be needed and increased hauling charges might result.

A Letter From Shanghai

By Virginia Smith Cowper

THE VERY MODERN AND ATTRACTIVE DISPLAYS IN THE CHINESE AMERICAN PUBLISHING CO.

THO Shanghai is about 10,000 miles from what folks like to call "civilization" it does not seem to be more than just a night's run. This is because the "foreigners" here keep in touch with the outside world and the things that are happening "homeside." There are numerous papers here which publish the news of the world every morning, just as quickly as in New York. These papers all have pages devoted to books and what is happening in the book-world. The English shop here which is run by Kelly and Walsh has a fine stock of books, and the American owned Chinese American Publishing Co. aims to give patrons as good service as tho they were in New York or London. In New York a customer thinks he is being imposed upon if he is asked to wait a *week* in order to get a book from Boston or Philadelphia, here, the question is "How soon can you get it from America (or London)?" and our reply is gayly made "Oh, yes, we will have it here quickly for you, it will only take *two months.*" "Fine," says the customer and goes out with a feeling that we are indeed giving him good service.

The book business of the Chinese American Publishing Co. has been largely from the people in the Settlements, or at most from Soochow, which is about two hours away—with no war going on—but I think I have about solved the question of getting in touch with those readers in the outposts who never see a bookshop. I am going to get out a little monthly magazine. It will be small in the beginning, not more than 12 pages, but it is going to be full of material for those who love books, and who

want to know more about them and their writers. In bringing to those people so far removed from the bookworld, news about books regularly, I think I am on the right track, as already shown by the big response I have had to my advertisement for a name for this new periodical. The interest that the Chinese have taken in this is remarkable. They have suggested some very good names, and often go so far as to draw a cover design with their suggestion worked in it. A convent here sent a long list of names suggested by the little children, and I received one list of about a dozen good names from a small child written on the back of her composition on a whale.

My first batch of material went to press today. How thrilling it was! It seemed like old times in the *Publishers' Weekly* Office. In making my bow to this interested group of readers, I addressed particularly those who are far in the Interior, and I tried to make the whole thing as friendly as possible, for there are some places where there are only about twelve foreigners. I heard of one of these places recently where they have a radio set, and every night at six o'clock when The China Press broadcasts its program they gather, and keep in touch with the outside world. The other night it gave me a great deal of pleasure to sing at this station. Four of us made an hour buzz. If I can bring the gospel of books to these lonely people, I think that the Chinese American Publishing Company can well rank with the missionaries.

The children's department is going to get plenty of attention from me from now on. I am checking catalogs and new book lists and am buying from various publishing houses in England which have sent salesmen out here with a line of samples. This week Mr. Beaton, of Thomas Nelson's Sons (London) called, and he had many fine juveniles and no doubt it won't be very long before Henry M. Snyder will be here to give us the latest news from New York.

Every tourist boat brings a crop of authors. The *Belgenland* had on board Joseph Appel, advertising manager for John Wanamaker, New York and author of "The Making of a Man" which Thomas Seltzer published a couple of years ago. The California brought Dorothy Canfield Fisher's mother, Flavia Canfield, who is the author of many books for children, and William E. Barton, who has just had published a life of Lincoln by Bobbs-Merrill. Next Friday, Ethel Watts Mumford is due. Then there is the boat for which I have been waiting, the *Franconia,* with Madge Jenison, of "Sunwise Turn" fame. The newspaper women are going out to the boat and welcome her to Shanghai. Joan Conquest, author of "Jungle Love" has left Peking and is venturing into the Interior a bit, in search of color. Stella Benson has also been in the Interior of China. Carl Crow, author of "A Handbook on China" which was published in 1921 by Dodd, Mead, tells me he is at work on a new edition of this guide. We consider this the best guide that can be obtained, as it contains so much practical advice for the traveler who is visiting China for the first time. The new edition will probably not be ready until next year some time, but in the meantime the present one is one of our best sellers.

The American Women's Club of Shanghai has a good library, and I am a member of the Club and a member of the Library Department.

Beginning with the April issue the Shanghai *Mirror* (a magazine devoted to the cinema) is to have a book page. This I am going to run under my own name. While this means more work, still it means another point of contact, so, of course, I am doing all I can to sell more books, and thru this medium can bring to the attention of the movie fans books which are issued in photoplay editions, and other material which will prove interesting to theater-goers.

A German Joke

"Tarzan," by the way, is a great favorite in Germany. Many jokes are made about it. I saw one in the Lustige Bläetter recently. A fat German remarks to a friend that he read "Tarzan" last night.

"Among the Apes?" asked his companion—for there is a long series of his adventures.

"No, at home with my family," was the reply.

—*Lustige Bläetter,* Berlin.

The Pound Sterling Nears Par

THE very closely connected book markets in England and America, particularly closely connected in the field of old and rare books, are henceforth to operate on quite a different basis from that of the past five years. The pound, which in 1920 reached $3.18, is now within a few cents of its par of $4.86, and, to emphasize the change, the British Government has announced that hereafter Great Britain is on the gold standard and the Bank of England will sell gold bullion in bulk and remove all restrictions on the exportation of gold. It has taken months of careful preparation to bring about this change, and the authorities differ as to the exact effect it will have on international trade. But, whatever the financial change, the American business man cannot but congratulate his English brothers in having weathered the extreme difficulty of financial recovery and placed their trade on equal international exchange with every country in the world.

A Great Creative Period

THOSE who are inclined to think that all great literary periods are in the past may be surprised that Professor William Lyon Phelps of Yale in his regular monthly page in *Scribner's Magazine* ventured to indicate that in one field of literature, at least, we are in a period of extraordinary activity:

"We are living, as every one ought to know, in the greatest creative period of dramatic literature that the world has ever seen. I do not mean that any one to-day is writing better plays than 'Antigone,' 'Alcestis,' 'King Lear'; I mean there has never been a time when the whole world showed such activity in the theater as during the last fifty years. During this half-century, the foremost writers in nearly every country have been dramatists. In Norway, Ibsen and Björnson; in Sweden, Strindberg; in Russia, Tolstoi, Chekhov, Gorki, Andreiff; in Germany and Austria, Hauptmann, Sudermann, Schnitzler, Bahr, Wedekind, Hofmannsthal; in France, Rostand; in Belgium, Maeterlinck and Verhaeren; in Hungary, Molnar; in Italy, D'Annunzio; in Spain, Echegaray and Benavente; in Great Britain and Ireland, Shaw, Barrie, Galsworthy, Wilde, Pinero, Jones, Granville-Barker, Dunsany, Synge, Yeats, Ervine, while Hardy began publishing dramas over twenty years ago; in America, O'Neill stands among our foremost original writers, and has begun to make an impression on Europe. There is surely no historical parallel to this. There are giants in our days."

Translating the Bible

IN the issue of April 18th, the *Publishers' Weekly,* re-printed from the New York press and from the *Independent* some comments that had been made on "The Shorter Bible," published by Charles Scribner's Sons, the purport of them being that, in this translation, prepared by Professors Kent and Torrey of Yale, an endeavor had been made to eliminate the references to wine. Professor Torrey not only answered the charges in the *Times* of May 3rd but completely discountenanced the character of the criticism that had been made. He has shown that the story about "The Raisin Cake Bible" was started by the Association Against Prohibition Amendment. To make the point, the Association referred to the translation of II Samuel, vi, 19, which used to read, "flagon of wine" and in this translation reads "a cake of raisins." As Professor Torrey points out, the latter is the translation used in the revised version and is the only rendering of the particular wording in any modern Hebrew dictionary. There was objection to the line of Judges ix, 13, which, in the Shorter Bible had the Vine say, "Shall I stop yielding my juice (instead of wine) that gladdens gods and men." Professor Torrey points out that every recent student of the Hebrew language has used the same rendering of the Hebrew word.

Professor Torrey, also in his reply notes a dozen different passages from the Shorter Bible which show that the word "wine," when it was the correct word for the text, is used in many different places. His reply seems to indicate that "The Raisin Cake Bible" has not established itself as in any way a new addition to a series of Bibles famous for misprints but must rely for its fame on its scholarship.

For Handling Obscene Books

THE United States inspectors on May 1st at Los Angeles arrested P. Gordon Lewis of Hollywood, representative of Lavater-Dorette, publishers, Switzerland, for soliciting orders thru the mail for a book entitled, "The Temple of Pallas-Athenae," written by his sister Georges Lewys, formerly secretary of Eric Stroheim. "The Temple of Pallas-Athenæ" book was printed last year and was sold at $20 a copy.

Prosecution of the Indecent

DISTRICT ATTORNEY GORDON of Washington on May 15th ordered the withdrawal from sale on the newsstands of certain cheap magazines, 40 or more in all. The magazines on the list were of the mushroom variety, so called "humorous" and "art" publications, which have recently sprung up in profusion on the newsstands. Some were objectionable because of the text and some were barred because of the suggestiveness of their pictures.

In Pittsburg on May 15th, city detectives discovered a storehouse of obscene literature, and one Ben Deutsch, aged 32, was arrested.

Radio Music Ban Stayed

ON May 16th, the United States Circuit Court of Appeals, at Cincinnati, which had reversed the case of the music publisher, Jerome H. Remick & Company, New York, against the Crosley Radio Corporation for broadcasting music without permission, granted a stay in the application of this mandate until the case comes before the United States Supreme Court. This is an extremely important test case which will decide the broad principle of whether broadcasting is a public performance of music. The lower court said that it was not, and the Circuit Court of Appeals said it undoubtedly was a public performance. This case does not apply to literature, as the present copyright law does not give the owner of the copyright of any writings control over public performance except in the case of the production of plays.

Kingsport Press Changes

AT the directors' meeting on May 14th, E. W. Palmer, president of the J. F. Tapley Company, and Arthur J. Barlow, sales manager of the same concern, became associated with the Kingsport Press. Mr. Palmer, who becomes president, goes to Kingsport, Tenn., to assume full control of manufacturing, succeeding L. M. Adams, who has been president of the Press and who retires to give his attention to personal affairs but remains a director of the Press. Mr. Adams organized and developed the business, and now feels he can retire. He will later reëstablish his association with J. J. Little & Ives Company. Mr. Barlow will remain in New York City with the J. H. Sears Company, Inc., the sales agent for the Kingsport Press.

Record of American Book Production, April, 1925*

Classification	New Publications			By Origin			
					English And other Foreign Authors		
	New Books	New Editions	Pamphlets	American Authors	American Manufacture	Imported	Total
Philosophy	19	18	—	13	—	24	37
Religion	54	8	11	58	2	13	73
Sociology	43	6	15	51	3	10	64
Law	2	—	1	2	—	1	3
Education	26	1	9	33	—	3	36
Philology	17	5	5	18	4	5	27
Science	28	5	21	49	—	5	54
Technical Books	39	16	10	48	1	16	65
Medicine	19	4	—	13	—	10	23
Agriculture	15	3	4	20	—	2	22
Domestic Economy	3	—	—	3	—	—	3
Business	10	4	6	18	—	2	20
Fine Arts	18	1	—	10	—	9	19
Music	8	2	—	3	—	7	10
Games	10	—	2	12	—	—	12
General Literature	28	11	4	25	9	9	43
Poetry—Drama	50	13	13	49	14	13	76
Fiction	106	44	1	103	34	14	151
Juvenile	26	3	—	28	1	—	29
History	26	5	2	17	2	14	33
Geography	28	5	2	19	5	11	35
Biography	37	3	2	25	2	15	42
Miscellaneous	3	—	—	—	—	3	3
	615	157	108	617	77	186	880

*In April, 1924, 523 new books, 58 new editions, 120 pamphlets, a total of 701, were recorded.

Communications

PAY ATTENTION TO SHIPPING

BURNER'S BOOK SHOP
Upper Montclair, N. J.
April 10th.

Editor, *Publishers' Weekly:*

We have been interested in the complaint you recently published regarding books sent to China, soiled and with torn jackets.

We can testify to the fact that China does not get them all. Continually we have to return books to publisher or jobber which are not fit to offer our customers as new books. Last year there were only two fall orders on which some books did not have to be returned, and yesterday we received several books, purchased especially for the Easter trade, with torn jackets and the fingermarks of shipping clerks. We find this exceedingly annoying and have once or twice been told by customers that one reason they like to trade in the city is because the stock is so large that you can always find a perfectly clean copy.

It is really important to present a fresh attractive book to a customer and we wish jobbers and publishers would pay more attention to their shipping departments in this respect.

BURNER'S BOOK SHOP.

NEW EDITIONS WITHHELD

North Carolina State College of Agriculture and Engineering
Raleigh, May 6, 1925.

Editor, *Publishers' Weekly:*

We received, recently, on an order from the publisher, an old edition of a book on the subject of structural engineering. We knew that a new edition was out so we returned the old edition and requested the latest. We received the new edition and a letter stating: "The new edition is not ready for general distribution, but we made an exception of your case."

The indications are that the policy of this publisher, a well-known firm, is not to supply copies of the new edition until the old is exhausted. I protest and detest any policy of a publisher that will allow an out of date edition of a technical book to be sent to customers.

If another case of this kind is brought to my attention, I shall be strongly inclined to give the name of the publisher.

J. R. GULLEDGE, *Librarian.*

ANOTHER CIRCUS BOOK

20 East Commerce Street,
Cincinnati, April 29, 1925.

Editor, *Publishers' Weekly:*

We are very much interested in your bibliography in the recent issue of the *Publishers' Weekly* in which you list a number of circus books. The list, however, is slightly incomplete for one of the most important ones, which has just been published, "Old Wagon Show Days," by Gil Robinson is not listed. You will be interested to know that we are getting a great number of interesting reviews from the various journals thruout the country.

BROCKWELL PUBLISHING COMPANY.

Changes in Price

FREDERICK A. STOKES COMPANY

Boulestin, Simple French Cooking, increased to $1.75.
Deming, American Animal Life, increased to $2.75.
Deming, Four-Footed Wilderness People, increased to $1.50.
Deming, Animal Folk of Wood and Plain, increased to $1.50.

Business Notes

CANTON, OHIO.—Jan Boal has opened a Fine Arts Studio and Bookshop at Room 1, Harris Building.

LOS ANGELES, CAL.—H. S. Stratford Co., Inc., has filed a voluntary petition in bankruptcy. The Los Angeles Wholesalers Board of Trade is acting in the interest of all concerned.

NEW YORK CITY.—Harry F. Marks has removed from 187 Broadway to 31 West 47th St.

PHILADELPHIA.—On May 2, George W. Jacobs & Co. opened its new book and stationery store at 1726 Chestnut Street.

Personal Notes

RICHARD GARNETT has accepted the position as London advisor for the Viking Press.

MARION E. DODD, manager of the Hampshire Book Shop, is going abroad for the summer, and three of the Book Shop staff are making the same trip.

Obituary Notes

SIR H. RIDER HAGGARD

SIR H. RIDER HAGGARD, novelist, agriculturist, sociologist and British imperialist, died May 14th at London. He was born June 22, 1856, at Norfolk, England, and after leaving school secured a clerkship in the Foreign Office, soon after going to the Transvaal. His entry into authorship was accidental and like so many prominent authors he helped to defray the expenses of his first publication, "Cetewayo and His White Neighbors," in 1882. The scenes of most of his successful novels were laid in South Africa where he went first in 1775. During his service in the Transvaal he was one of the officials who hoisted the British flag over that territory. After some time in South Africa, feeling his disagreement with the colonial policy of the government, he returned to England where he began novel writing while studying for the bar.

After writing several novels he had about decided to give up writing when his "King Solomon's Mines" swept the country. Following close upon the success of "King Solomon's Mines" he published "She," which established him as one of the most popular novelists of the generation. Altho his novels are not universally read today, in the late eighties and early nineties his books had phenomenal sales.

His many books on agriculture and sociological problems were of just as great importance as his novels. Roosevelt once wrote: "Rider Haggard is probably most widely known as a novelist, but as a matter of fact there are few men writing English whose books on vital sociological questions are of such value as his." Among his important books are: "Cetywayo and His White Neighbors," 1882; "King Solomon's Mines," 1885; "She," 1887; "Allan Quatermain," 1887; "Montezuma's Daughter," 1894; "Rural England" (2 vols.), 1902; "Ayesha, or The Return of She," 1905, and "Wisdom's Daughter," 1923.

LOUIE WILLIAM ADAMS

LOUIE WILLIAM ADAMS, a widely known member of the staff of Lothrop, Lee & Shepard Co., Boston, died Saturday, May 16th. Funeral services at his late residence, 989 South Street, Roslindale, Boston, Monday, May 18th. Extended notice later.

MRS. JOHN KING VAN RENSSELAER

MRS. JOHN KING VAN RENSSELAER, author and chronicler of New York society, died at her home in New York on May 11th. Mrs. Van Rensselaer, was known as champion of the place of the early Dutch settlers, in New York social life. She declared that most prominent New Yorkers were neither socially elect nor native New Yorkers. Her best-known books are: "Van Rensselaers of the Manor," 1889, "Goede Vrouw of Manahatta," 1889, "New Yorkers of the "Nineteenth Century," 1899, "History of Newport," 1905, and "The Social Ladder," written in collaboration with Frederic Van DeWater, 1924. She was editor of the "A Girl's Life of Eighty Years Ago."

Amy Lowell's Will

THE filing of the will of Miss Amy Lowell reveals that she has bequeathed her very valuable collection of poems and manuscripts to Harvard College, with the proviso that they be placed in a separate room as a memorial to her. Should the college refuse the conditions, the collection is to be given to the Boston Public Library.

Miss Lowell has also founded a traveling scholarship, the value of which is $2,000, to be awarded annually to a writer of American verse selected by a competent committee appointed by the trustees. The recipient is to spend one year in travel and study abroad and must submit three poems to the scholarship committee, the poems submitted to be placed on sale and the proceeds turned back to the scholarship fund.

The gifts and scholarship establishment are to become effective on the death of Mrs. Ada Dwyer Russell, Miss Lowell's companion, who is named her literary executor. Mrs. Russell receives the Brookline estate, Sevenels, and the income of a trust fund of $100,000. On her death the estate reverts to the trustees for the use indicated.

The McCutcheon Sale of Hardy, Kipling and Stevenson Collections

THE well-known collections of Thomas Hardy, Rudyard Kipling and Robert Louis Stevenson's writings, formed by George Barr McCutcheon, the novelist, were sold at the American Art Galleries in three sessions on April 20 and 21, bringing the handsome total of $63,700. This was divided as follows: Hardy, 133 lots, approximately $11,000; Kipling, 374 lots, $29,500; and Stevenson, 298 lots, $23,200. A large number of lots of each author sold for new high records.

The sale started with a bid of $500 for Hardy's "Desperate Remedies," 1871, his first book, and this was jumped to $1,000 on the second bid, and in a fraction of a minute $2,100 had been reached. Another Hardy lot, "The Dynasts," 3 vols., 12mo, cloth, 1903-06-08, Vol. I, a presentation copy from the author, also brought $2,100. Both lots brought what were generally regarded as very high prices. The highest Kipling price $4,100, was paid for "The Smith Administration," 8vo, brown cloth, Allahabad, 1891, which was suppressed and is now extremely rare. Only six copies are known, and of these four are in this country: The C. T. Crocker, P. A. Valentine and J. A. Spoor copies, and this McCutcheon copy. The star Stevenson lot, "An Appeal to the Clergy of the Church of Scotland," 8vo, stitched, Edinburgh, 1875, first edition and excessively rare, which brought $3,200. There is only one other copy in this country, that in the Widener collection at Harvard.

Thruout the three sessions, bidding was very active, and the Quinn and Martindell high prices of a year ago were frequently passed. Like the sale of Conrad first editions and manuscripts, this sale of McCutcheon's collections of Hardy, Kipling and Stevenson will be a landmark in the bibliographical history of modern first editions. The figures of this sale are well worth careful study, for they show to what lengths collectors will go in this country when they are interested.

Other important lots and the prices realized were the following:

Thomas Hardy

"Under the Greenwood Tree," 2 vols., 12mo, original cloth, in case, London, 1872. First edition. $240.

"A Pair of Blue Eyes," 3 vols., 12mo, original cloth, in case, London, 1873. First edition with autographic agreement signed by the author inserted in Vol. I. $410.

"Far from the Madding Crowd," 2 vols., 8vo, original cloth, in case, London, 1874. First edition. $170.

"The Return of the Native," 3 vols., 12mo, original cloth, in case, London, 1878. First edition. $110.

"The Trumpet Major," 3 vols., 12mo, original cloth, in case, London, 1880. First edition. $100.

"A Laodicean," 3 vols., 12mo, original cloth, in case, London, 1881. A very early issue of the first edition. $65.

"Two on a Tower," 3 vols., 12mo, original cloth, London, 1882. First edition. $110.

"The Romantic Adventures of a Milkmaid," illustrated, 4to, in case, New York, 1883. First separate publication in Harper's Franklin Square Library. $140.

"The Mayor of Casterbridge," 2 vols., 12mo, original cloth, in case, London, 1886. First edition, $160.

"The Woodlanders," 3 vols., 12mo, original cloth, in case, London, 1887. First edition. $70.

"Wessex Tales," 2 vols., 12mo, original cloth, in case, London, 1888. First edition with A. L. S. of the author inserted in Vol. I. $160.

"Tess of the D'Urberville's," 3 vols., 12mo, original cloth, in case, London, 1891. First edition with A. L. S. of the author inserted in Vol. I. $390.

"The Three Wayfarers," 16mo, original gray wrappers, in case, New York, 1893. First edition. $205.

"Wessex Poems and Other Verses," 8vo, original cloth, London and New York,

1898. First edition and A. L. S. of the author inserted. $290.

"A Sunday Morning Tragedy," 4pp. 8vo, in slip-case, London, 1908. Four pages of the original proof sheets of the poem with corrections, cancellations and revisions. $310.

"The Convergence of the Twain," 12mo, original boards, in case, London, 1912. First edition in book form limited to 10 copies, with A. L. S. of the author inserted. $1,390.

Rudyard Kipling

The United Service Chronicle, numbers 2—28, October 25, 1878, to July 2, 1886, with two later numbers, Bideford, 1878-1894. Kipling's school magazine, $1,150.

"Schoolboy Lyrics," 16mo, original brown paper covers, in case, Lahore, 1881. First edition of the author's first book, $1,300.

"Echoes," square 16mo, original glazed paper covers, Lahore, 1884. First edition by Kipling and his sister Beatrice. $1,050.

The Week's News, Vol. I, Nos. 1 to 36, with the exception of 28, which contained no contribution by Kipling, Allahabad, 1888. Contained the first publication of some of Kipling's most popular stories. $1,700.

"The Courting of Dinah Shadd," 2 vols., 8vo, original blue wrappers, in case, New York, 1890. First and second editions. $115.

"Letters of Marque," 8vo, original sheets, uncut and unopened, Allahabad, 1891. Proof copy in sheets. $200.

"Attind Ye Lasses at Swate Parnasses," first appearance in *Yale Review,* May, 1896. With A. L. S. of the author. $180.

"Captains Courageous," corrected galley proofs of the first 26 pages of Chapter I, in case, New York, 1897. Fully corrected by the author. $480.

"Captains Courageous," 8vo, wrappers, in case, New York, 1897. First edition of which only five copies were printed for copyright purposes. $330.

"Recessional," 4to, buckram, in case, London, 1899. First edition limited to 25 copies. $290.

"The Elephant's Child," 12mo, wrappers, in case, London, 1900. First edition of one of the "Just So Stories," limited to 25 copies issued for copyright protection $320.

"The Elephant's Child," proofs of th complete story, in case, fully corrected b the author, last galley initialed "R. K." b the author. $380.

"The Beginning of the Armadillos, 12mo, wrappers, London, 1900. First edi tion of one of the "Just So Stories," issue in an edition of 25 copies for copyrigh protection. $320.

"The Sing-Song of Old Man Kanga roo," 12mo, wrappers, in case, Londor 1900. First edition of one of the "Jus So Stories," issued in an edition of 2 copies for copyright protection. $320.

"Welcome to Our Hearts Tonight, broadside poem, 4to, Bloemfontein, 190(Poem of 16 lines never reprinted in th author's writings. $400.

"Fables for the Staff," autograph manu script, 1p. 8vo, with galley proof, an etched portrait of the author by Hollye $1,125.

The Friend, March 16, 1900, to Apr 16, 1900, 27 numbers, in case, Bloem fontein, 1900. Contains contributions b Kipling. $1,650.

"South Africa," 12mo, wrappers, Ne York, 1906. First edition and the Amer can copyright issue. $160.

"Cold Iron," 12mo, wrappers, Londor 1909. First edition, copyright issue. Th only copy that has ever appeared for sal $360.

"Gloriana," 12mo, wrappers, Londor 1909. First edition, copyright issue. $31(

"A Doctor of Medicine," 12mo, wrap pers, London, 1909. First edition, copy right issue. $490.

"The Conversion of St. Wilfrid," 12m wrappers, London, 1909. First editio copyright issue. $320.

"Brother Square-Toes," 12mo, wrap pers, London, 1910. First edition, copy right issue. $490.

"The Tree of Justice," 12mo, wrapper London, 1909. First edition, copyrigh issue. $300.

"A Priest in Spite of Himself," 12m wrappers, London, 1910. First editio copyright issue. $300.

"Simple Simon," 12mo, wrappers, Lor don, 1910. First edition, copyright issu $300.

Robert Louis Stevenson

"The Pentland Rising," 12mo, wrappers, in case, Edinburgh, 1866. First edition of the author's first publication. $260.

"The Charity Bazaar," 4pp. 4to, signed at the end by the author, Edinburgh, 1868. Rare original issue. $310.

The Edinburgh Magazine, Nos. I to IV, Edinburgh, 1871. Contains Stevenson's contributions. $235.

The Surprise, Vol. I, March 6, leaflet, 4pp. 12mo, Samoa, 1880. Edited and printed by Lloyd Osbourne, Stevenson's step-son, and the only known copy of No. 1, this issue, $1,400.

"Not I and Other Poems," 8pp. 24mo, sewed, Davos, 1881. First edition. $310.

"Virginibus Puerisque, and Other Papers," 8vo, cloth, London, 1881. Only copy of the first edition on large paper. $155.

"Virginibus Puerisque, and Other Papers," 12mo, cloth, London, 1881. First edition presented to Stevenson's father by the author and afterwards owned by him. $220.

"Advertisement for S. L. Osbourne & Co.," square 16mo broadside, in case, Davos-Platz, 1882. Advertisement of "Black Canyon." $390.

"Black Canyon," leaflet of 8pp., 12mo, Davos-Platz, 1882. First edition, $510.

"The Tramps," 4pp. 16mo, trial proof of the woodcut and verses before printing in "The Graver and Pen," Edinburgh, 1882. $400.

"The Graver and the Pen," a trial proof of the last woodcut, and a copy of the advertisement for the toy-book, 3 pieces, Edinburgh, 1882. Once belonged to Stevenson's mother. $300.

"A Martial Elegy for some Lead Soldiers," 12mo, broadside, Edinburgh, 1882. Unique copy, once belonged to Stevenson's mother. $325.

"Moral Emblems," copy of this toy book with proofs and advertisements. Davos-Platz, 1882. $500.

"To M. I. Stevenson, Feb. 11, 1882, from R. L. Stevenson and S. L. Osbourne," 24mo, leaflet of 4pp. Davos-Platz, 1882. Woodcut of a woman admiring a daisy. Once belonged to Stevenson's mother. $425.

"The Silverado Squatters," royal 8vo, wrappers, London, 1883. First installment of the story as it began in *The Century Magazine.* Printed to secure English copyright. $950.

"Treasure Island," 12mo, cloth, London, 1883. First edition with A. L. S. of the author inserted. $600.

"The Strange Case of Dr. Jekyll and Mr. Hyde," 12mo, paper covers, London, 1885. First edition. $90.

"Ticonderoga," unbound sheets, one of three copies printed preceding the privately printed issue of 50 copies, Edinburgh, 1887. $250.

"The Hanging Judge," a drama, royal 8vo, bound from sheets, half morocco, Edinburgh, 1887. First issue of the first edition. Unknown to collectors and bibliographers up to the time it was sold at the Red Cross sale in London in 1918. $500.

"The Master of Ballantrae," 12mo, buff wrappers, in case, n. p. 1886. Genuine first issue, one of the rarest Stevenson items. $330.

"The Beach of Falsea," 8vo, original cloth, London, 1892. First edition, printed to secure copyright. $600.

On Japanese Woodcuts

A NOTABLE book on Japanese wood cuts is being issued by Der Propyläen-Verlag of Berlin, a folio of 25 prints from the collection of Toni Straus—Negbaur, Those reprinted are of the period of 1650-1750 and are in the size and color of the originals. The text by Prof. Curt Glaser is supplied in either German or English at the same price of 280 marks.

Auction Calendar

Thursday afternoon, May 28th, at 2:30. The William P. Bement collection of engraved portraits of Napoleon and his generals and books relating to Napoleon, etc. (No. 1374; Items 301.) Stan V. Henkels & Son, 1304 Walnut St., Philadelphia, Pa.

Catalogs Received

Biography, history, etc. Philip Howard Furman, 363 West 51st St., New York City.

Books, corrected typescripts and proofs from the library of the late Joseph Conrad, etc. (No. 251.) W. Heffer & Sons, Ltd., Cambridge, England.

Books, including an important collection of original typescripts and books from the library of Joseph Conrad with presentation copies from W. H. Hudson, Henry James and Arthur Symons. (No. 10; Items 363.) Edgar H. Wells & Co., 41a East 47th St., New York City.

Books on railroads and canals. (No. 13; Items 387.) P. Stammer, 61 Fourth Ave., New York City.

Inkunabeln. (No. 550; Items 119.) Karl W. Hiersemann, Konigstrasse 29, Leipzig, Germany.

Musik Geschichte und Theorie. (No. 403; Items 1790.) Rudolf Geering, Baumleingasse 10, Basel, Switzerland.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth.

Imprint date [or best available date, preferably copyright date, in bracket] is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.): D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Abbott, Charles Leo
Thoughts in the great northland, and other poems. 119p. D '24 c. Bost., Stratford bds. $2

Alington, Cyril Argentine, and Lyttelton, George, eds.
An Eton poetry book; introd. by A. C. Benson. 365p. D '25 N. Y., Macmillan $2.50

Allen, Hervey
Earth moods, and other poems. 137p. D c. N. Y., Harper $2
Some of the modern and scientific conceptions of life expressed in verse.

Arlen, Michael, pseud. [Dikram Kuyumjian]
May Fair. 369p. D [c. '24, '25] N. Y., Doran $2.50 bxd.
"Being an entertainment purporting to reveal to gentlefolk the real state of affairs existing in the very heart of London during the fifteenth and sixteenth years of the reign of His Majesty King George the Fifth: together with suitable reflections on the last follies, misadventures and galantries of these charming people."

Atkins, Gaius Glenn, D.D.
Craftsmen of the soul, and other addresses. 203p. D [c. '25] N. Y., Revell $1.50
The author is minister of the First Congregational Church in Detroit.

Austen, Jane
"Sanditon": fragment of a novel written by Jane Austen, January-March, 1817; now first printed from the manuscript. 218p. D '25 N. Y., Oxford $2.50; lim. ed., $7

Austin, Walter, ed.
William Austin, the creator of Peter Rugg. 347p. (8p. bibl.) il. O c. Bost., Marshall Jones $5
A biographical sketch, by his grandson, of one of the earliest American short story writers, with a collection of some of his best stories.

Barnes, Annie Maria [Cousin Annie, pseud.]
The lost treasure of Umdilla. 224p. front. D [c. '25] N. Y., Revell $1.50
A missionary tale of African adventure for boys and girls.

Benson, Robert Hugh
By what authority? [new ed] 507p. D (Popular priced lib.) '25 N. Y., P. J. Kenedy $1.25
A story of Catholic persecution under Queen Elizabeth.

Berger, William Francis
The Sunday-school teacher as a soul-winner. 140p. D [c. '25] N. Y., Revell $1.25
Talks on the personal responsibilities of Sunday school teachers.

Biddlecombe, Capt. George
The art of rigging; with introd. by Capt. Ernest H. Pentecost. 175p. il. diagrs. O '25 [Bost., N. J. Bartlett & Co., 37 Cornhill] $5
Publication number 8 of the Marine Research Society, Salem, Mass.

Booth, William Stone
Subtle shining secrecies; lim. ed. 300p. il. D '25 Bost., W. H. Baker bds. $10
Fresh evidence on the authorship of Shakespeare.

Borah, Leo A.
News writing for high schools. 272p. il. D [c. '25] Bost., Allyn & Bacon $1.40
The author is instructor in journalism in the University of Washington.

Brady, Alexander
Thomas D'Arcy McGee. 182p. il. D (Canadian statesmen ser.) '25 N. Y., Macmillan $1.25

Brennecke, Ernest
Life of Thomas Hardy. 288p. il. Q c. N. Y., Greenberg buck. $5

Bridges, Horace James
Our fellow Shakespeare; how everyman may enjoy his works; 2nd ed., rev. 301p. O c. Chic., Pascal Covici $2.50
A gossipy, illuminating interpretation of Shakespeare's plays.

Blow, Sydney, and Hoare, Douglas
"Oh, I say!" a farce in three acts adapted from the French of Henri Kéroul and Albert Barré. 86p. il. O (Acting ed., no. 927) '24 N. Y., S. French apply

Chesterton, Mrs. Frances Alice Blogg
The children's crusade, Sir Cleges, The Christmas gift [plays]. 52p. S '24 N. Y., S. French apply

Clemens, William Montgomery, ed.
The Ambrose family records (lim. ed.) 7p. O '24 Pompton Lakes, N. J., Biblio Co. pap. $1

Brodney, Spencer
Rebel Smith; a play in three acts. 120p. S c. N. Y., Siebel Pub. Corp., 32 W. 20th St. $1
The action is laid in the bar of the Dilligar Hotel, Central Queensland, Australia.

Broughton, Leslie Nathan, and Stelter, Benjamin Franklin
A concordance to the poems of Robert Browning; 2 v. 1284p.; 1384p. Q '24 N. Y., G. E. Stechert lea. $45 set

Burt, Emily Rose
Make your bazar pay. 157p. il. D c. N. Y., Harper $1.50
Helpful suggestions for successful fairs on everything from choosing the committees to figuring the profits.

Calfee, John E.
Doing the impossible; chapel talks to young men and women. 116p. D [c.'25] N. Y., Revell $1
Short talks by the president of the Asheville, N. C., Normal and Associated Schools.

Calkins, Mary Whiton
The persistent problems of philosophy; an introduction to metaphysics through the study of modern systems; 5th rev. ed. 627p. O '25 N. Y., Macmillan $3

Carter, Charles Francis, D.D.
Decision Day talks. 59p. D [c.'25] N. Y., Revell bds. 60 c.
Sunday School talks by the pastor of Immanuel Congregational Church, Hartford, Conn.

Chirol, Sir Valentine, and others
The reawakening of the Orient, and other addresses. 176p. D (Institute of Politics pub'ns) c. New Haven, Conn., Yale $2
The other addresses delivered at the Institute of Politics, in Williamstown, Mass., and included in this volume, are two on Japan by Yusuke Tsurumi, and two on world economics by Sir James Arthur Salter.

Coolidge, Calvin
America's need for education and other educational addresses. 93p. S (Riverside educational monographs) [c.'25] Bost., Houghton 80 c.
A proclamation, four addresses and two letters by the President, all relating to the subject of education.

Cox, Philip W. L.
Curriculum-adjustment in the secondary school. 314p. (20p. bibl.) diagrs. D (Lippincott's educational guides) [c.'25] Phil., Lippincott $2.10
The author is connected with the School of Education, New York University.

Cushing, Harvey
The life of Sir William Osler; 2 v. 1442p. il. O '25 N. Y., Oxford $12.50 bxd.

Davies, G.
The early history of the Coldstream guards. 198p. il. Q '24 N. Y., Oxford $9.35

Dequer, John H.
Key to human types. 76p. O '24 Los Angeles, Cal., Grafton Pub. Co. pap. $1

Doyle, Sir Arthur Conan
It's time something happened. 41p. D (Appleton short plays, no. 4) '25, c. '24, '25 N. Y., Appleton pap. 50 c.

Dresser, Horatio Willis
Ethics, in theory and application. 525p. (bibls.) D [c.'25] N. Y., Crowell $3
A companion volume to the author's "Psychology," presenting a comprehensive treatment of the whole subject of ethics for both student and teacher.

Dull, Charles Elwood
High school chemistry. 588p. il. (col. front.) diagrs. D [c.'25] N. Y., Holt fab. $1.89

Edmunds, Sterling E.
The lawless law of nations. various p. O '25 Wash., D. C., John Byrne & Co. $5
"An exposition of the prevailing arbitrary international legal system in relation to its influence upon civil liberty." The author is lecturer on the law of nations in St. Louis University School of Law and a former assistant in the Department of State.

Edwardes, S. M.
Crime in India; a brief review of the more important offences included in the annual criminal returns with chapters on prostitution and miscellaneous matters 178p. O '24 N. Y., Oxford $3

Ellis, Havelock
Sonnets, with folk songs from the Spanish. 95p. O '25 [N. Y., The Chaucer Head] bds. $5
A limited edition of these poems, printed at The Golden Cockerel Press, Berkshire, England.

Fabre, Jean Henri Casimir
The wonder book of plant life; tr. by Bernard Miall. 422p. il. diagrs. O [n. d.] Phil., Lippincott $5
The elements of botany.

Fairgrieve, James, and Young, Ernest
The world. 314p. il. maps D (Human geography by grades, bk. 3) [c.'25] N. Y., Appleton 96 c.

Foster, Charles R.
Extra-curricular activities in the high school. 243p. il. S '25 Richmond, Va., Johnson Pub. Co. $2

Clements, Colin Campbell
You; a play with a happy ending. 21p. D (Internat'l copyrighted ed., no. 484) '24 N. Y., S. French apply

Collins, W. D.
Temperature of water available for industrial use in the U. S. various p. (bibl. footnotes) maps diagrs. O (Water-supply pap. 520-F) '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. apply

Coxe, Warren W., and Richards, Edwin B.
Suggestions for teaching silent reading. 35p. (2p. bibl.) O (Univ. of state of N. Y. bull., no. 803) '24 Albany, Univ. of St. of N. Y. apply

Dunlap, J. P.
Gold and silver in 1923 (general report). various p. (bibl. footnotes) diagr. O (Dept. of Int., U. S. geological survey, I:25) '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. apply

Dept. of the Interior. U. S. Geological Survey
Surface water supply of the New-Kanawha river basin, West Va., Va., and N. Carolina. 285p. il. O (Water-supply pap. 536) '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. 35 c.

Surface water supply of the U. S., 1921; pt. 3, Ohio river basin. 322p. O (Water-supply pap. 523) '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. 30 c.

Surface water supply of the U. S. 1921, pt. 11, Pacific slope basins in California. 311p. il. O (Water-supply pap. 531) '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. 25 c.

Fox, Charles Donald, ed.
Il Conte by Joseph Conrad; with other stories by famous American authors. 320p. D (Renard's famous author ser.) c. N. Y., Charles Renard Co., 21 E. 40th St. $2
Tales of romance and adventure which first appeared in 1908 and 1909 in various issues of Hampton's Magazine and the Broadway Magazine.

Fry, Roger, and others
Chinese art; an introductory review of painting, ceramics, textiles, bronzes, sculpture, jade, etc. 80p. il. (pt. col.) Q (Burlington magazine monograph) '25 N. Y., E. Weyhe, 794 Lexington Ave. $8.50

Gale, Elizabeth
Circus animals. 112p. il. (pt. col.) D c. '17, '24 Chic., Rand, McNally bds. 85 c.
Published in 1917 under the title "How the Animals Come to the Circus."

Gaselee, Stephen, ed.
An anthology of medieval Latin. 148p. front. (por.) D '25 N. Y., Macmillan $2.60

Glyn, Elinor Sutherland [Mrs. Clayton Glynn]
This passion called love [non-fiction]. 253p. D [c. '25] Auburn, N. Y., Authors' Press $1.98

Graves, Robert
The meaning of dreams. 167p. D c. N. Y., Greenberg $2

Green, Alice Sophia Amelia Stopford Green [Mrs. John Richard Green]
History of the Irish state to 1014. 448p. (bibls.) maps O '25 N. Y., Macmillan $4.50

Griscom, Acton
We can. 19p. D c. N. Y., Edwin S. Gorham bds. $1
A metrical version of "Possumus" by M. M. Loyola.

Gulland, G. Lovell, M.D., and Goodall, Alexander, M.D.
The blood; a guide to its examination and diagnosis and treatment of its diseases; 3rd ed. 424p. il. (pt. col.) O c. N. Y., E. B. Treat & Co., 45 E. 17th St. $7.50

Harrington, Harry Franklin, ed.
Chats on feature writing; introd. by Chester S. Lord. 624p. (4p. bibl.) il. D c. N. Y., Harper $2.75
By members of the Blue Pencil Club of Professional Writers, including a selection of special articles, with interpretative comment by H. F. Harrington, director of the Medill School of Journalism, Northwestern University.

Hart, Albert Bushnell
Source book of American history; rev. ed. 490p. il. D '25 N. Y., Macmillan $1.40

Herzberg, Max John, and Lewin, William
Speaking and writing English. 412p. (8p. bibl.) il. D [c. '25] Bost., Allyn & Bacon $1.50
A text book for high school work.

Hill, William Bancroft, D.D.
Mountain peaks in the life of our Lord. 189p. il. D [c. '25] N. Y., Revell $1.50
Reflections based on visits to the Holy Land.

Hills, Elijah Clarence, ed.
Spanish tales for beginners; rev. ed. 306p. il. map S '25 [c. '09, '19] N. Y., Holt $1.20

Hills, Louis Edward
New light on American archaeology. 198p. il. maps S [c. '24] Independence, Mo., Lambert Moon Pr. Co. $1
Evidences to establish the credibility of the Book of Mormon.

Hodgson, Geraldine Emma
The life of James Elroy Flecker, from letters and materials provided by his mother. 288p. il. O '25 Bost., Houghton $4
The biography of an English poet, who died in January, 1915, when only thirty years old.

Holmes, Anne Middleton
Mary Mildred Sullivan (Mrs. Algernon Sydney Sullivan); a biography. 207p. il. (col. front.) D '24 c. '25 N. Y., Author, 110 W. 55th St. bds. priv. pr.
Written for the records of the Mary Mildred Sullivan Chapter of the United Daughters of the Confederacy, New York City.

Holmes, Urban Tigner
A French composition, consisting of original French text with English paraphrase. 131p. D [c. '25] Columbia, Mo., Lucas Bros. $1.25

Hubbard, Joseph
The times of the Gentiles 301p. front (por.) D [n. d.] Fullerton, Cal., Author, 517 S. Highland Ave. $1.50
A condensed history of Gentile times from the overthrow of the Jewish state under Zedekiah to its restoration by Christ.

Hughes, Glenn
Bottled in bond; a tragic farce in one act. 21p. D (Appleton short plays, no. 6) '25 c. '23, '25 N. Y., Appleton pap. 50 c.

Finn, Frank
Frank Finn's manual on cage birds. 97p. il. D [n. d.] Phil., McKay pap. 75 c.

Follansbee, Robert, and Hodges, Paul V.
Some floods in the Rocky mountain region. various p. map. diagrs. O (Water-supply pap. 520-G) '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. apply

George, Marian M.
Little journeys to Hawaii and the Philippine Islands. various p. il. maps D (Lib. of travel) '25 Chic., A. Flanagan apply

George, Marian M., and Dean, M. Ida
Little journeys to Holland, Belgium and Denmark. various p. il. D (Lib. of travel) '25 Chic., A. Flanagan apply

Gibson, Charles Hammond
Year book of poems. 26p. O c. Bost., Amer. Literary Assn. (Pres. of), 137 Beacon St. pap. 35 c.

Hamilton, Clyde C.
Studies on the morphology, taxonomy and ecology of the larvae of holarctic tiger-beetles (family Cicindelidae). 87p. (1p. bibl.) diagrs. O (No. 2530, Proceedings of U. S. Nat'l Mus.) O Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. apply

Hammond's auto route distance maps of New England, New York, Illinois, Wisconsin, Michigan, Ohio, Pennsylvania, Indiana, New Jersey, Iowa, Minnesota. nar.O ['25] N. Y., C. S. Hammond & Co., 30 Church St. 35 c. ea.

Hay, Oliver P.
On remains of mastadons found in Texas, Anancus brazosius and Gomphotherium cimarronis. 15p. (bibl. footnotes) il. diagrs. O (No. 2572, Proceedings of U. S. Nat'l Mus.) '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. apply

Hughes, Rupert
Destiny. 385p. D [c.'24,'25] N. Y., Harper $2
Two angels forsake Heaven for earth and are soon embroiled in tangled, hectic, modern life, their divine wisdom forgotten.

Humphreys, Otho Fairfield
The unknown years of Jesus; a reconstruction based on history, geography, tradition and the culture of Jesus' century. 337p. (1p. bibl.) il. O '24 c. [Rahway, N. J., Quinn & Boden Co. (The Abba Co.)] $4

Hutton, Edward
Milan and Lombardy. 295p. il. (pt. col.) map D '25 N. Y., Macmillan $3.50
Travel among the Italian lakes by the author of "The Cities of Spain."

Ingersoll, Leonard Rose
Laboratory manual of experiments in physics. 220p. il. D '25 N. Y., McGraw-Hill $2

James, Herman Gerlach
Brazil after a century of independence. 599p. (5p. bibl.) il. maps O c. N. Y., Macmillan $4
An interpretation of Brazil, full of information for those who want to know more about the country, its government and history, and also of practical interest to tourists.

Johnston, Howard Agnew, D.D.
The son of Nicodemus; a story of the Christ for young people; introd. by Francis E. Clark. 221p. il. D [c.'25] N. Y., Revell $1.50

King, W. J. Harding
Mysteries of the Libyan desert. 348p. il. maps. diagrs. O '25 Phil., Lippincott $6
A record of three years of exploration in the heart of a vast and waterless region.

Kowalsky, Rev. Humphrey
Ukrainian folk songs; a historical treatise. 82p. (9p. bibl.) D c. Bost., Stratford $1

Lady of Quality, A
Serena Blandish, or, The difficulty of getting married. 232p. D [c.'25] N. Y., Doran $2.50
A sophisticated and satirical tale of the pursuit of a husband in London.

Levinger, Elma Ehrlich
A child of the frontier; a one act play about Abraham Lincoln. 19p. D (Appleton short plays, no. 7) c. N. Y., Appleton pap. 50 c.

Lincoln, Natalia Sumner
The missing intial. 290p. D c. N. Y., Appleton $1.75
Norma Page, reporter on a Washington newspaper, sees a well-known man killed in an apartment across the courtyard from her window, and later helps to find his murderer.

Livius, Titus
The history of Rome, bks. 1 & 2; tr. by D. Spillan; introd. by James Kendrick. 157p. T (Students' literal translations) '24 c. N. Y., Translation Pub. Co. 75 c.

Low, Benjamin Robbins Curtis
Seth Low. various p. front. (por.) O c. N. Y., Putnam bds. $2.50
Impressions of a notable public character, who as mayor of New York worked for good government and as President of Columbia University devoted himself to building up better facilities for higher education.

Lull, Richard Swann
The ways of life. 378p. (11p. bibl.) il. O c. N. Y., Harper $3
The author, who is professor of paleontology in Yale University and director of the Peabody Museum, presents the evidence for evolution in this outline of the history of living things.

McCulley, Johnston
The scarlet scourge. 255p. D (Chelsea House copyrights) '25 N. Y., Chelsea House 75 c.

McFee, William
Swallowing the anchor. 333p. D '25 c.'21-'25 Garden City, N. Y., Doubleday bds. $2
Seven of these essays were published in 1921 by Frank Shay as "An Engineer's Note Book," the others, tho never before published in book form, have nearly all appeared in American magazines.

McGrath, Fergal
The last lap. 249p. il. D c. N. Y., Benziger Bros. $1.50
A story for boys of Irish college life at St. Ronan's.

Manson, William
The incarnate glory; an expository study of the gospel according to St. John 249p. (2p. bibl.) D [n. d.] [N. Y., Doran] $2

Martinet, Alfred
Clinical therapeutics; 2 v. 1842p. O [c.'25] Phil., F. A. Davis $16

Maurer, Edward R., and Withey, Morton O.
Strength of materials. 393p. il. O '25 N. Y., Wiley $3.50

Meredith, Mark, ed.
Who's who in literature, 1925 ed.; a continuance of the bibliographical section of the Literary Year Book. 596p. O '25 N. Y., R. R. Bowker Co. $3.75

Kellogg, Vernon
Biology. 40p. S (Reading with a purpose) c. Chic., Amer Lib. Assn. pap. apply

King, Clyde L., ed.
The agricultural situation in the U. S. 309p. map diagrs. O (Amer. Acad. annals, v. 177, no. 206) '25 Phil., Amer. Acad. of Political & Social Science apply

League of Nations
Protocol for the pacific settlement of international disputes; text and analysis; introd. by James Thomson Shotwell. 67p. D (International conciliation, no. 205) '24 Worcester, Mass., Carnegie Endowment for International Peace pap. 5 c.

Lee, Willis T.
Erosion by solution and fill. various p. (bibl. footnotes) il. map diagrs. O (Dept. of Int., U. S. Geological survey, bull. 760-C) '25 Wash., D. C., Govt. Pr. Off.; Supt.. of Doc. pap. apply

McMullen, Joseph Carl
Mary made some marmalade; a play in three acts. 83p. D (Baker's royalty plays) '25 Bost., W. H. Baker Co. apply

Miyaoka, Tsunejiro
The Japanese law of nationality and the rights of foreigners in land under the laws of Japan. 20p. D (International concilation no. 206) '25 Worcester, Mass., Carnegie Endowment for Internat'l Peace pap. 5 c.

Miller, Warren Hastings
Camping out. 325p. il. D c. N. Y., Appleton $2.50
A complete camping book full of all sorts of valuable information for every type of camper from the de luxe species to the hunter, canoeist, automobilist and lone hiker.

Miner, Lilian Burleigh
Our state: Rhode Island. 259p. (2p. bibl.) il. maps D [c.'25] Providence, R. I., Author, 149 Prospect St. $2
A popular history of Rhode Island for students and others.

Morland, David F., and McKee, Raymond W.
Accounting for the petroleum industry. 285p. O '25 N. Y., McGraw-Hill $4

Mottram, Ralph Hale
Sixty-four, ninety-four! 375p. D c. N. Y., Dial Press $2.50
A novel of the war, in which appear again characters of the author's earlier book, "The Spanish Farm."

Mumford, John K.
Anthracite. 164p. S (Blue bks. of industry) '25 N. Y., Industries Pub. Co. bds. $1

Myers, Garry Cleveland
The learner and his attitude. 431p. (2p. bibl.) S c. Chic., B. H. Sanborn $1.76
A book for teachers on the psychology of the student.

Navarro y Lamarca, D. Carlos
Compendio de historia Hispanoamericana; ed. by Ray Temple House and Carlos Castillo. 315p. il. maps (pt. col.) D [c.'25] Chic., Scott, Foresman $1.60
A Spanish-American history for reading in second year Spanish classes.

Niese, Richard Beall
The newspaper and religious publicity; introd. by John D. Freeman. 116p. D [c.'25] N. Y., Doran $1.25
Suggestions for securing newspaper co-operation in the religious development of a town.

Nutt, John Joseph, M.D.
Diseases and deformities of the foot; 2nd ed. 309p. O c. N. Y., E. B. Treat & Co., 45 E. 17th St. $4

Orchard, William Edwin, D.D.
Christianity and world-problems. 221p. D [n. d.] N. Y., Doran $1.75
An English preacher's appeal for the practical application of Christ's teachings to world needs.

Osborn, Stanley R.
Red hair and blue sea. 384p. D '25 c. '24, '25 N. Y., Scribner $2
A romance of modern piracy in the South Seas.

Peabody, Francis Greenwood
The church of the spirit; a brief survey of the spiritual tradition in Christianity. 208p. (bibl. footnotes) D c. N. Y., Macmillan $2

Pepys, Samuel
The diary of Samuel Pepys; ed. with additions by Henry B. Wheatley; 3 v. various p. front. D ['24] N. Y., Harcourt $15

Powicke, Frederick James
A life of the Reverend Richard Baxter, 1615-1691. 326p. (bibl. footnotes) front. (por.) map O [n. d.] Bost., Houghton $4
A biography of one of the most prominent nonconformists of the seventeenth century, best known as the author of "The Saints' Everlasting Rest."

Richardson, Lieut.-Col. E. H.
Watch dogs: their training and management; 3rd ed. 280p. il. O '25 Bost., Houghton $3
A study of the training of dogs for man-tracking, house-protection, life-saving, and messenger service by an expert of thirty years' practical experience.

Rickaby, Joseph
An old man's jottings. 259p. D '25 N. Y., Longmans $2.50

Riggs, Arthur Stanley
Vistas in Sicily [rev. ed.]. 284p. il. map D '25 c. '12, '25 N. Y., McBride $2.50

Roberts, James
The coyote. 255p. D (Chelsea House copyrights) '25 N. Y., Chelsea House 75 c.

Robertson, C. Grant, and others
Humanism and technology and other essays. 92p. D '24 N. Y., Oxford $1.40

Robinson, Benjamin Willard
The gospel of John; a handbook for Christian leaders. 275p. (5p. bibl.) D c. N. Y., Macmillan $2.25

Rosenberger, Jesse Leonard
Rochester and Colgate; historical background of the two universities. 180p. front. D [c.'25] Chic., Univ. of Chic. Press $1.50

N. Y. State Laws, statutes, etc.
Workmen's compensation law with amendments, additions and annotations to Aug. 1, 1924. 125p. O '24 Albany, J. B. Lyon apply

Page, Charles Nash
Canary breeding and training; rev. ed. 101p. il. S [c.'25] Des Moines, Ia., Author, 215 Walnut St. pap. 35 c.

Pardee, J. T.
Geology and ground-water resources of Townsend Valley, Montana. 65p. (bibl. footnotes) il. map. diagrs. O (Water-supply pap. 539) '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. 15 c.

Petrova, Olga [Mrs. John D. Stewart]
The ghoul; a play in one act. 24p. D (Players' ser.) [c.'25] Bost., Four Seas pap. 50 c.

Philadelphia history; consisting of papers read before the City History Society of Phil., with a history of the Society, and a general index; [lim. ed.]. 489p. il. O '17, '25 Phil., Dr. Herman Burgin, 204 W. Rittenhouse St., Germantown buck. $6

Raffety, William Edward
Church school graded courses; a Keystone "What, why and how" book. 239p. il. O '24 Phil., Judson Press apply

Richards, R. W., and Pardee, J. T.
The Melrose phosphate field, Montana. 36p. (bibl. footnotes) maps (col.) diagrs. O (Dept. of Int., U. S. geological survey, bull. 780-A) '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. apply

Richardson, Pearl
Nifwy the proud; a play in two acts. 37p. S (Acting ed., no. 2036) '24 N. Y., S. French apply

Roosevelt Hospital (The), N. Y.
Fifty-third annual report, from Jan. 1, 1924, to Dec. 31, 1924, exclusive of medical and surgical statistics. 68p. il. diagrs. O ['25] N. Y., Author pap. apply

Saltus, Edgar Evertson

The uplands of dream; ed. by Charles Honce. [lim. ed.] 271p. (13p. bibl.) front. (por.) O c. Chic., Pascal Covici bds. $7.50

An hitherto unpublished collection of essays and prose fancies.

Smith, Albert W.

John Edson Sweet. 220p. il. O '25 N. Y., Amer. Soc. of Mechanical Engineers, 29 W. 39th St. $3.75; lea., $7.50

Smith, Joseph Russell

Commerce and industry; new ed. 779p. il. maps. diagrs. D [c. '20-'25] N. Y., Holt $1.76

Smith, Thomas Jollie

Studies in criticism and revelation; introd. by Frederick W. Norwood, D.D. 192p. D [c. '25] N. Y., Revell $1.50

The author indicts the modern higher criticism of the Bible as untrustworthy.

Smith, Vincent A.

The early history of India from 600 B. C. to the Muhammadan conquest, including the invasion of Alexander the Great; 4th ed. rev. by S. M. Edwardes. 548p. il. maps O '25 N. Y., Oxford $5.35

Snyder, William H.

General science. various p. (8p. bibl.) il. maps. diagrs. D [c. '25] Bost., Allyn & Bacon $1.60

A high school text book.

Sprau, George

The meaning of literature. 353p. (8p. bibl.) D [c. '25] N. Y., Scribner $1.40

A book whose purpose is to aid the reader in appreciating the art of letters.

Stewart, Sir James Purues, M.D.

Diagnosis of nervous diseases; 6th ed. 648p. il. (col.) O '24 c. N. Y., E. B. Treat & Co., 45 E. 17th St. $10

Stockbridge, W. B.

Love rhapsodies of a musician, and other poems. 42p. D c. Bost., Stratford $1

Storr, Vernon Faithful

The living God; prefatory note by the Archbishop of Canterbury. 184p. D ['25] N. Y., Doran $1.75

Street, Julian Leonard

Mr. Bisbee's princess, and other stories. 203p. D '25 c. '24, '25 Garden City, N. Y., Doubleday $2

Three stories of American life by the author of "Rita. Coventry."

Strong, Austin, and Osbourne, Lloyd

The little father of the wildneress; a play in one act. 24p. D c. '05, '24 N. Y., S. French pap. 50 c.

Swift, Jonathon

Directions to servants. 35p. il. Q '25 [N. Y., The Chaucer Head] bds. $6.50

An article begun when the author was Dean of St. Patrick's Cathedral in Dublin and still unfinished at the time of his death; printed at the Golden Cockerel Press and decorated with woodcuts by John Nash.

Terman, Lewis Madison, and others

Genetic studies of genius; v. 1, Mental and physical traits of a thousand gifted children. 663p. (bibl. footnotes) diagrs. O c. Stanford Univ., Cal., Stanford Univ. Press $5

A detailed report of the first stage of an investigation of genius, carried on to determine in what respects the typical gifted child differs from the average child of normal mentality.

Thomson, D. P., and others, eds.

The Sunday school in the modern world; foreword by the president of the Scottish National Sabbath School Union. 254p. (5p. bibl.) D [n. d.] [N. Y., Doran] $2

Thorne, Victor

Anne against the world. 255p. D (Chelsea House copyrights) '25 N. Y., Chelsea House 75 c.

Torrence, Ridgeley

Hesperides. 105p. D c. N. Y., Macmillan bds. $1.75

A collection of characteristic poems by the author of "Simon the Cyrenian."

Tyler, Charles W.

Quality Bill's girl. 255p. D (Chelsea House copyrights) '25 N. Y., Chelsea House 75 c.

Wallace, Oates Charles Symonds, D.D.

Looking towards the heights. 174p. D [c. '25] N. Y., Doran $1.60

A series of sermons delivered before the College of William and Mary by the pastor of Eutaw Place Baptist Church, Baltimore.

St. John, Claude

Canary breeding for beginners; a practical up-to-date guide; new ed., rev. by C. A. House. 91p. il. D [n. d.] Phil., McKay pap. 50 c.

Sharman, Helen Burton

Selections from records of the life of Jesus; with introd. to the study of the New Testament, by Sherwood Eddy. 37p. O (Christianity & personal problems, no. 6) '24 N. Y., Doran apply

Smith, Edward Percy

The peer and the paper girl, twenty minutes. 16p. S (Acting ed., no. 2256) '24 N. Y., S. French apply

Snyder, Agnes

Teaching and educational theory in the elementary school; manual for a laboratory course in education. 64p. (5p. bibl.) O '24 Balt., Johns Hopkins Press apply

Sweetser, Arthur

What the League of Nations has accomplished. 96p. D '24 N. Y., League of Nations Non-Partisan Ass'n apply

Trantwine, John C., jr.

The Philadelphia and Columbia Railroad of 1834, written for the City History Society of Phil. and read at the meeting of Mar. 15, 1921. 44p. il. O '25 Phil., Dr. Herman Burgin pap. $1

Wang, Tsu Lien

The influence of tuition in the acquisition of skill. 51p. il. O (Psychological monographs, no. 154) '25 Princeton, N. J., Psychological Review apply

Witherspoon, Alexander Maclaren

The influence of Robert Garnier on Elizabethan drama. 203p. (2p. bibl.) O (Yale studies in Eng. 65) '24 New Haven, Conn., Yale apply

Y. M. C. A. Internat'l Committee. Religious Work Dept.

Christian character building with boys and young men; a manual of religious work method. 114p. (1p. bibl.) diagr. Q '24 N. Y., Assn. Press apply

Wayfarer

Seven mysteries. 58p. D '24 Chic., Theosophical Press bds. apply
Discussing the mysteries of pain, beauty, death, life, freedom, silence and union from the theosophical standpoint.

Webster's poker book; glorifying America's favorite game. 126p. il. O c. N. Y., Simon & Schuster $2.50
A handy volume for the poker fan, consisting of fifty poker portraits by H. T. Webster, informative and diverting text by George F. Worts, side line suggestions and interpolations by Marc Connelly, a foreword by George Ade and hints by R. F. Foster, together with a compartment containing a set of poker chips and a pad of I. O. U. forms.

Wentworth, George, and others

Junior high school mathematics; bk. 1, rev. ed. 271p. il. diagrs. D (Westworth-Smith mathmetical ser.) [c. '17, '25] Bost., Ginn 92 c.

White, Grace Hoffman

Wings to dare [verse]. 54p. S c. Portland, Me., Mosher Press bds. $1.75

White, Stewart Edward

Credo. 329p. D c. Garden City, N. Y., Doubleday $2
A novelist's philosophy.

Wilcox, Constance Grenelle

The blue and green mat of Abdul Hassan; an Arabian adventure. 35p. D (Appleton short plays, no. 5) c. N. Y., Appleton pap. 50 c.

Wilkins, Lawrence Augustus

New first Spanish book. various p. il. maps D [c. '25] N. Y., Holt $1.48
A combination of both reader and grammar. The author is director of modern languages in the high schools of New York City.

Williams, Jesse Feiring

Personal hygiene applied; 2nd ed. rev. 414p. (bibl. footnotes) diagrs. D '25 c. '22-'25 Phil., W. B. Saunders $2

Williamson, Henry

Sun brothers. 298p. D [c. '25] N. Y., Dutton bds. $2.50
Vivid sketches and stories of bird and animal life by a young English author.

Wilson, Anne Washington

Scrimshaw; verses. 38p. D c. Balt., Norman, Remington bds. $1.25
Mostly poems of Nantucket, Mass., but with a few reflecting the author's impressions of Sicily, Algeria and Rome.

Wilson, Sir James

Scottish poems of Robert Burns in his native dialect. 364p. O '25 N. Y., Oxford $2.50

Wilson, May, comp.

Special libraries directory; 2nd ed.; ed. by Rebecca B. Rankin, introd. by John Cotton Dana. 266p. O '25 N. Y., Special Libraries Assn., 195 B'way $4

Witherspoon, Shaemas J. A.

The glimerick book. 63p. il. O [c. '25] N. Y., Glimerick Pub. Co., 342 Madison Ave. bds. $1.25
Glimericks are mystifying limericks—combinations of the limerick and the cross word puzzle.

Women's Medical Assn. of New York City, ed.

Mary Putnam Jacobi, M.D., a pathfinder in medicine; with selections from her writings and a complete bibliography. 553p. (7p. bibl.) O c. N. Y., Putnam $3.50
A sketch of the life of a zealous worker for the advancement of the medical education of women, who died in 1906.

Woolf, Virginia Stephen [Mrs. Rose Leonard Woolf]

The common reader. 332p. O [c. '25] N. Y., Harcourt $3.50
A collection of essays, the majority dealing with literature, some of which appeared originally in the *Times Literary Supplement* and the *Dial.*

Woolf, Montague Sydney

Principles of surgery for nurses. 350p. il. O '25 Phil., Saunders $3

Wright, Charles Allen, and Puchstein, Albert Frederick

Telephone communication, with particular application to medium-frequency alternating currents and electromotive forces. 515p. il. O '25 N. Y., McGraw-Hill $5

Title Index to the "Weekly Record"

Does not include the material listed in smaller type

Accounting for the petroleum industry. Morland, D. F. $4 *McGraw-Hill*

America's need for education. Coolidge, C. 80c. *Houghton*

Anne against the world. Thorne, V. 75c. *Chelsea House*

Anthracite. Mumford, J. K. $1 *Industries Pub. Co.*

Austin (William). Austin, W. $5 *Marshall Jones*

Baxter (Reverend Richard), A life of the. Powicke, F. J. $4 *Houghton*

Blood, The. Gulland, G. L. $7.50 *E. B. Treat & Co.*

Blue and green mat of Abdul Hassan, The. Wilcox, C. G. 50c. *Appleton*

Bottled in bond. Hughes, G. 50c. *Appleton*

Brazil after a century of independence. James, H. G. $4 *Macmillan*

By what authority Benson, R. H. $1.25 *P. J. Kenedy*

Camping out. Miller, W. H. $2.50 *Appleton*

Chats on feature writing. Harrington, H. F. $2.75 *Harper*

Child of the frontier, A. Levinger, E. E. 50c. *Appleton*

Chinese art. Fry, R. $8.50 *E. Weyhe*

Christianity and world problems. Orchard, W. E. $1.75 *Doran*

Church of the spirit, The. Peabody, F. G. $2 *Macmillan*

Circus animals. Gale, E. 85c. *Rand, McNally*

Clinical therapeutics. Martinet, A. $16 *F. A. Davis*

Coldstream guards, The early history of the. Davies, G. $9.35 *Oxford*

Commerce and industry. Smith, J. R. $1.76 *Holt*

Common reader, The. Woolf, V. S. $3.50 *Harcourt*

Compendio de historia Hispanoamericana. Navarro y Lamarca, D. C. $1.60 *Scott, Foresman*

Concordance to the poems of Robert Browning, A. Broughton, L. N. $45 *G. E. Stechert*

Coyote, The. Roberts, J. 75c. *Chelsea House*

Craftsmen of the soul. Atkins, G. G. $1.50 *Revell*

Credo. White, S. E. $2 *Doubleday*

Crime in India. Edwardes, S. M. $3 *Oxford*

Criticism and revelation, Studies in. Smith, T. J. $1.50 *Revell*

Curriculum adjustment in the secondary school. Cox, P. $2.10 *Lippincott*

Decision Day talks. Carter, C. F. 60c. *Revell*

Destiny. Hughes, R. $2 *Harper*

Diagnosis of nervous diseases. Stewart, Sir J. P. $10 *E. B. Treat & Co.*

Directions to servants. Swift, J. $6.50 *The Chaucer Head*

Diseases and deformities of the foot. Nutt, J. J. $4 *E. B. Treat & Co.*

Doing the impossible. Calfee, J. E. $1 *Revell*

Earth moods. Allen, H. $2 *Harper*

Ethics. Dresser, H. W. $3 *Crowell*

Eton poetry book, An. Alington, C. A. $2.50 *Macmillan*

Extra-curricular activities in the high school. Foster, C. R. $2 *Johnson Pub. Co.*

Flecker (James Elroy), The life. Hodgson, G. E. $4 *Houghton*

French composition, A. Holmes, U. T. $1.25 *Lucas Bros.*

General science. Snyder, W. H. $1.60 *Allyn & Bacon*

Genetic studies of genius; v. 1. Terman, L. M. $5 *Stanford Univ. Press*

Glimerick book, The. Witherspoon, S. $1.25 *Glimerick Pub. Co.*

Gospel of John, The. Robinson, B. W. $2.25 *Macmillan*

Hardy (Thomas), Life of. Brennecke, E. $5 *Greenberg*

Hesperides. Torrence, R. $1.75 *Macmillan*

High school chemistry. Dull, C. E. $1.89 *Holt*

Humanism and technology. Robertson, C. G. $1.40 *Oxford*

Il Conte by Joseph Conrad. Fox, C. D. $2 *Charles Renard Co.*

Incarnate glory, The. Manson, W. $2 *Doran*

India, The early history of. Smith, V. A. $5.35 *Oxford*

Irish state to 1014, History of the. Green, A. $4.50 *Macmillan*

It's time something happened. Doyle, Sir A. C. 50c. *Appleton*

Jacobi (Mary Putnam), M.D., Women's Medical Ass'n of New York City. $3.50 *Putnam*

Junior high school mathematics; bk. 1. Wentworth, G. 92c. *Ginn*

Key to human types. Dequer, J. H. $1 *Grafton Pub. Co.*

Laboratory manual of experiments in physics. Ingersoll, L. R. $2 *McGraw-Hill*

Last lap, The. McGrath, F. $1.50 *Benziger Bros.*

Lawless law of nations, The. Edmunds, S. E. $5 *John Byrne & Co.*

Learner and his attitude, The. Myers, G. C. $1.76 *B. H. Sanborn*

Little father of the wilderness, The. Strong, A. 50c. *S. French*

Living God, The. Storr, V. F. $1.75 *Doran*

Looking towards the heights. Wallace, O. $1.60 *Doran*

Lost treasure of Umdilla, The. Barnes, A. M. $1.50 *Revell*

Love rhapsodies of a musician. Stockbridge, W. B. $1 *Stratford*

Low (Seth). Low, B. $2.50 *Putnam*

McGee (Thomas D'Arcy). Brady, A. $1.25 *Macmillan*

Make your bazar pay. Burt, E. R. $1.50 *Harper*

May Fair. Arlen, M. $2.50 *Doran*

Meaning of dreams, The. Graves, R. $2 *Greenberg*

Meaning of literature, The. Sprau, G. $1.40 *Scribner*

Medieval Latin, An anthology of. Gaselee, S. $2.60 *Macmillan*

Milan and Lombardy. Hutton, E. $3.50 *Macmillan*

Missing initial, The. Lincoln, N. S. $1.75 *Appleton*

Mr. Bisbee's princess. Street, J. L. $2 *Doubleday*

Mountain peaks in the life of our Lord. Hill, W. B. $1.50 *Revell*

Mysteries of the Libyan desert. King, W. $6 *Lippincott*

New first Spanish book. Wilkins, L. A. $1.48 *Holt*

New light on American archaeology. Hills, L. E. $1 *Lambert Moon Pr. Co.*

News writing for high school. Borah, L. A. $1.40 *Allyn & Bacon*

Newspaper and religious publicity, The. Niese, R. B. $1.25 *Doran*

Old man's jottings, An. Rickaby, J. $2.50 *Longmans*

Osler (Sir William), The life. Cushing, H. $12.50 *Oxford*

Our fellow Shakespeare. Bridges, H. J. $2.50 *Pascal Covici*

Our state: Rhode Island. $2 *L. B. Miner*

Pepys (Samuel), The diary of. $15 *Harcourt*

Persistent problems of philosophy, The. Calkins, M. W. $3 *Macmillan*

Personal hygiene applied. Williams, J. F. $2 *W. B. Saunders*

Quality Bill's girl. Tyler, C. W. 75c. *Chelsea House*

Reawakening of the Orient, The. Chirol, Sir V. $2 *Yale*

Rebel Smith. Brodney, S. $1 *Siebel Pub. Corp.*

Red hair and blue sea. Osborn, S. R. $2 *Scribner*

Rigging, The art of. Biddlecomb, Capt. G. $5 *N. J. Bartlett & Co.*

Rochester and Colgate. Rosenberger, J. L. $1.50 *Univ. of Chic. Press*

Rome, The history of; bks. 1 & 2. Livius, T. 75c. *Translation Pub. Co.*

"Sandition." Austen, J. $2.50; $7 *Oxford*

Scarlet scourge, The. McCulley, J. 75c. *Chelsea House*

Scottish poems of Robert Burns in his native dialect. Wilson, Sir J. $2.50 *Oxford*

Scrimshaw. Wilson, A. W. $1.25 *Norman, Remington*

Serena Blandish. A Lady of Quality. $2.50 *Doran*

Seven mysteries. Wayfarer. apply *Theosophical Press*

Sixty-four, ninety-four! Mottram, R. H. $2.50 *Dial Press*

Son of Nicodemus, The. Johnston, H. A. $1.50 *Revell*

Sonnets, with folk songs from the Spanish. Ellis, H. $5 *The Chaucer Head*

Source book of American history. Hart, A. B. $1.40 *Macmillan*

Spanish tales for beginners. Hills, E. C. $1.20 *Holt*

Speaking and writing English. Herzberg, M. J. $1.50 *Allyn & Bacon*

Special libraries directory. Wilson, M. $4 *Special Libraries Ass'n*

Strength of materials. Maurer, E. R. $3.50 *Wiley*

Subtle shining secrecies. Booth, W. S. $10 *W. H. Baker*

Sullivan (Mary Mildred). priv. pr. *A. M. Holmes*

Sun brothers. Williamson, H. $2.50 *Dutton*

Sunday school in the modern world, The. Thomson, D. P. $2 *Doran*

Sunday-school teacher as a soul-winner. The. Bergerm, W. F. $1.25 *Revell*

Surgery for nurses, Principles of. Woolf, M. S. $3 *Saunders*

Swallowing the anchor. McFee, W. $2 *Doubleday*

Sweet (John Edson). Smith, A. W. $3.75; $7.50 *Amer. Soc. of Mechanical Engineers*

Telephone communication. Wright, C. A. $5 *McGraw-Hill*

This passion called love. Glyn, E. S. $1.98 *Authors' Press*

Thoughts in the great northland. Abbott, C. L. $2 *Stratford*

Times of the Gentiles, The. $1.50 *J. Hubbard*

Ukrainian folk songs. Kowalsky, Rev. H. $1 *Stratford*

Unknown years of Jesus, The. Humphreys, O. F. $4 *Quinn & Boden Co.*

Uplands of dream, The. Saltus, E. E. $7.50 *Pascal Covici*

Vistas in Sicily. Riggs, A. S. $2.50 *McBride*

Watch dogs. Richardson, Lieut.-Col. E. H. $3 *Houghton*

Ways of life, The. Lull, R. S. $3 *Harper*

We can. Griscom, A. $1 *Edwin S. Gorham*

Webster's poker book. $2.50 *Simon & Schuster*

Who's who in literature, 1925. Meredith, M. $3.75 *R. R. Bowker Co.*

Wings to dare. White, G. H. $1.75 *Mosher Press*

Wonder book of plant life, The. Fabre, J. $5 *Lippincott*

World, The. Fairgrieve, J. 96c. *Appleton*

Issued Every Saturday **The Publishers' Weekly** 62 West 45th St., New York

R. R. BOWKER CO., PUBLISHERS

DIRECTORS

R. R. BOWKER - - *President and Treasurer*
FREDERIC G. MELCHER - - - *Vice-President*
JOHN A. HOLDEN - *Secretary-Business Manager*
ALBERT R. CRONE - *Assistant Treasurer-Promotion*
MARIAN LEYPOLDT OSBORNE

ADVERTISING

Front Section (full pages only).....$75.00
One page .....$60.00 Half page 35.00
Quarter page .... 20.00 Eighth page 10.00
The above rates are unspecified positions.
Higher rates for Summer Reading, Educational Number and Christmas Bookshelf.

Subscription Terms: In Zones 1-5, $5; in Zones 6-8, and Canada, $5.50. Foreign, $6. Single copies, 15 cents. Educational Number, bound in cloth, $1.00. Christmas Bookshelf, 25 cents.

English Agent: D. H. Bond, 407 Bank Chambers, Chancery Lane, London, W. C.

The Weekly Book Exchange

Books Wanted and For Sale

Under Books Wanted (for the trade only) and Books for Sale, subscribers are charged 15c a line (no charge for address); all other classified ads. 20c for each line; double leaded, 40c a line. Bills for this service will be rendered monthly. Advertisers with whom there is no account must pay in advance.

Write your wants plainly, on one side of the sheet only. Illegible lists are ignored. To insure prompt replies each title should begin on a separate line. Grouped titles in a solid paragraph, excepting those by one author, not allowed. The WEEKLY *is not responsible for errors.*

Objectionable books are excluded as far as they are noted.

In answering, please state edition, condition and price, including postage or express charges. The appearance of advertisements in this column, or elsewhere in the WEEKLY *does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.*

BOOKS WANTED

Adairs B'kstores, 1715 Champa, Denver, Colo.

U. S. Geological Survey, Folio No. 9, Anthracite Crested Butte Quadrangles.
Hays' Diary of a Journey Overland, Benjamin Hays.
Captivity of the Oatman Girls, Stratton.
Cremony's Life Among the Apaches.

Adam, Meldrum & Anderson Co., Buffalo, N. Y.

Anacalypsis, Gilbert Higgins.

Aladdin Bk. & Brass Shop, 205 Trumbull St., Hartford, Conn.

Review Copies Latest Fiction.

Aldine Bk. Shop, 1803 Sansom St., Philadelphia

Mad Shepherds, L. P. Jacks, Holt.
Promotion of the Admiral, Roberts.
Morley, Christopher, 1st eds.

Amer. Bapt. Pub. Socy., 16 Ashburton Pl., Boston

Nelson's Encyclopedia of Sunday Schools and Religious Education.

Amer. Bapt. Pub. Socy., 1107 McGee St., Kansas City

Margery Wins the Game, Weaver.
Set of John Gill's Commentary on the Whole Bible, 11 vols.

American News Co., 131 Varick St., New York

Young's Translation of the Bible.

A. S. Arnold, Metuchen, N. J.

Books on Ancient Egypt, Hieroglyphs, Arts, etc.

Theodore Arnold, 333 Dolphin St., Baltimore, Md.

Paul Allen, Noah.
Watkins, Tales of Tripod.
Hayden's Geological Essays, 1820.
John Neal, Keep Cool, 1817; Seventy-Six, 1823; Logan, 1822; Randolph, 1823.
Gomperz, Greek Thinkers.
Van Dyke, Story of Jesus.
Flight of the Swallow.
Prose and Poetry of Europe and America, ed. N. Parker Willis.
Life of Dan'l O'Connell.

Auditorium Bk. Store, 1407 Arapahoe St., Denver

Forester's Manual, Ernest Thompson Seton.

Auditorium Bk. Store—Continued

Pathology of Reproductive Organs, R. T. Trall.
The Philadelphians, K. Bingham.
Book of Poems, Jessie Cole.
Set of Pocket University Library.

Augustana Bk. Concern, Rock Island, Ill.

Occasional Addresses and Sermons, Hallock.

Aurand's Bk. Store, Harrisburg, Pa.

Quote any Penna. County Histories.
Any book on Molly Maguires.
Wickersham's History of Education in Pa.
Any book by Dr. W. H. Egle.
Godey's Lady's Book, any nos.
McFadden's Encyclopedia of Physical Culture, vol. 5 only.
Hazard's Register of Penna., vol. 9 only.
National Geog. Magazines prior to 1910.
Wallace's Year Book (Horses), vol. 1.
Any book on Simon Girty.
King, South Mountain and Its Heroes.
Gregg, Commerce of the Prairies.
Wallace's Am. Trotting Register, vol. 16.

Bailey's Bk. Store, Vanderbilt Sq., Syracuse, N. Y.

Cones, For the Camp Fire, W. H. H. Murray.
Foes of the Red Cockade, Capt. F. S. Brereton.
A Knight of St. John, Capt. F. S. Brereton.
Adventures of Harry Rochester, Herbert Strong.
Under the Flag of France, David Ker.
The Nameless Prince; The Red Knight, G I. Whitham.
When Lion Heart Was King, Escott Lynn.
Hawkwood the Brave, Wm. Beck.
Quest of the Golden Hope, Percy Westerman.
Dorothy Arden, J. M. Callwell.
How They Kept the Faith, Grace Raymond.
The Lost King, Grace Raymond.
La Rochelle, Mrs. E. C. Wilson.
The Spanish Bros., Annie Lucas.
Pendower, M. Filleul.
Denounced; The Desert Ship; The Silent Shore; His Own Enemy, J. Bloundelle Burton.
Flower o' the Orange, Egerton Castle.

Wm. Ballantyne & Sons, 1409 F St. N.W., Washington, D. C.

Peterson, The Lure of the Little Drum.
Wilson's, Woodrow, Messages and Papers, ed. by Albert Shaw, Doran.
Ollivant, The Gentleman.

BOOKS WANTED—Continued

Ballantyne & Sons—Continued

Joeffrey, The Whole Man.
Bland, Houseboat Days in China.
Tristram, Coaching Days and Coaching Ways, illus. by Railton & Thompson.

Baptist Bk. Store, P. O. Box 12, Shreveport, La.

Doctrines of Grace, Bishop.

Barnes & Noble, 76 Fifth Ave., New York

Chapman's The Foraminifera, Longmans, Green.

N. J. Bartlett & Co., 37 Cornhill, Boston

Coleridge, Works, Little, Brown ed. 1866.
Moody & Whittle, Inquiry Meetings.
D. L. Moody at Home.
Williamson, Ira D. Sankey.
Life of Moody, Goss.
Life of Moody, Davenport.
Bradford's History of Plymouth, cheap.
Thwing, Universities of the World.
Page, Dramatic Moments in American Diplomacy.
Bellamy, Fourth Century of Charades.

Beaumont's Bk. Shop, 16 N. 12th Blvd., St. Louis

Anything by Emile Zola, in English.
Custer's Wild Life on the Plains.
History of Southwestern Cattle Trade, McKee.
Used books on Freemasonry, prices reasonable.

W. R. Beers, 156 Fifth Ave., New York

Laborde, Journey Through Arabia, Petrea & Co., 1836.
Lafontaine, Novels, trans., plates, 2 vols., Paris, 1884.
Descendants of Thomas Fuller of Dedham, Mass.
Child, F. S., Old New England Town, Scribner.
Moreau-Vauthier, Technique of Painting, 1912.
Bryan, Dictionary Painters, set or odd vols.
Streeter, Precious Stones; Other Books on Same Subject.
Poems of Ethel Lynn Beers.
McKenney & Hall, Indian Tribes, 3 vols.

C. P. Bensinger Cable Code Book Co., 19 Whitehall St., New York

Schofield's General Telegraph A B C 5th Improved.
Peterson, Banking, Sampler's Code.
Western Union, Lieber 5-Letter Codes.
Any American-Foreign Language Code.

J. L. Beyers, Utrecht, Netherlands

The United States Catalogue with supplements, 1912-21.

A. F. Bird, 22 Bedford St., London, W.C.2, England

Messages and Papers of W. Wilson, ed. Shaw, 2 vols.

W. P. Blessing Co., 208 S. Wabash Ave., Chicago

Hughes, Layola and the Educational System of Jesuits.
C. H. Parkhurst's Three Gates on a Side.

Bd. of Christian Educ. of the Presby. Church, Witherspoon Bldg., Philadelphia

Holy War, Whyte.

The Book Shelf, 15 Garfield Pl., Cincinnati, O.

Barrie, James, First English eds., 1st class condition only.
Masefield, John, 1st English eds., 1st class condition only.

E. Borgmann, 10 Hyde Sta., St. Louis, Mo.

Jl. Iron & Steel Inst., 1869-71, 1882, 1883, 1885, 1907-22.
The Analyst, London, 1876, 77, 78, 79, 1898, 1920, 21.
Berichte d. Chem. Ges.-Berlin, 1910-24 or part.

Brentano's, 218 S. Wabash Ave., Chicago, Ill.

Beyond the Dreams of Avarice, Besant.
Death of Abraham Lincoln, Laughlin, D., P. & Co.
The Tribute of a Century, McChesney.
Fair Maid of Graystones, Dix.
Florida Enchantments, Dimock.
First Aid to Naturers, Muller.
Rem. of a Ranger, Maj. Ball, Los. Ang.
Our Little Old Lady, Brainard, 2.
If Youth But Knew, Castle .
From the Lakes to the Gulf, Wright Donnelly, 1884, I. C. R. R.

Brentano's, Chicago—Continued

Chicago Anthology, Blanden & M., 4.
Roosevelt and the Republic, Bennett.
Prose Works Milton, Bohn or other ed.
Crossing Familiar Paths, Chicago, 1906.
Old Reliable, Dickson, B. M. Co.
The Deep Purple, Dean.
Lincoln's First Love, Wright, McClurg.

Brentano's, 5th Ave. & 27th St., New York

Franklin's Last Notes on his Expedition to the North.
Lane's Search for Franklin in the North.
Melville's In the Lena Delta after De Long.
Speeches of Joseph H. Choate.
Speeches of Chauncy M. Depew.
Secret Treaties of the Entente, Evening Post, 1918.
The Great Return, Machen.
War and the Christian Faith, Machen.

Brentano's, F and Twelfth Sts., Washington, D. C.

Wyeth, Life of Gen. Forrest.
Jennings, The Jennings Family.
Pike, Albert, Hymns to the Gods; Lyrics and Love Songs.
Strozygowski, Origin of Christian Church Art.
American Churches, Vol. 2.
McIlvane, 1000 American Fungi.
Wilstach, Potomac Landings.
Ropes, History of Civil War.
Gordon, J. B., Reminiscences of Civil War.
Froudes England, 1870, vol. 1, C.S.S.
Hichens, Barbary Sheep.
Holliday, Practical Azalea Culture, 1880, Baker & Goodwin; Camellia Culture, Baker & Goodwin.
Fitch, Junipero Serra.
Montgomery, Billy Whiskers on the Miss.

Brick Row Bk. Shop, 19 E. 47th St., New York

Bacon, Works, 14 vols., Longman Edn., London, 1862.
Martin, Stones of Paris.
O'Henry, Letters to Lithopolis.
Carroll, Grimm Tales Made Gay.
Scoffern, Holliday & Holliday.
McKenzie, Carnival, 1st edn.
Thomas Nelson Page, Pastime Stories.
Pitkin, Early American Folk Pottery.

Brick Row Bk. Shop, 68½ Nassau St., Princeton, N.J.

Levy-Bruhl, Modern Philosophy of France, the early illustrated edition.
Sir Leslie Stephen, English Literature and Society.
Thoreau, Walden, illustrated edn., Houghton, Mifflin.

Bridgman & Lyman, 108 Main St., Northampton, Mass.

Mason, Masters in Music, 1903 (odd numbers).
Pound, Outlines of Lectures on Jurisprudence.
Smith, Liberty and Liberalism.
Pascal, Thoughts.

Britannica Bk. Shop, 342 Madison Ave., New York

Historical Reference Book, Louis Heilprin.
History of the World Since 1775, Edward Fucter, translated by Professor Sidney B. Fay.
Battle of Jutland, Bellairs.

Brookline, Massachusetts, Public Library

Agassiz, Louis, His Life and Correspondence, Ed. by E. C. Agassiz, Houghton, 2v.

Frank C. Brown, 44 Bromfield St., Boston, Mass.

Mast and Sail in Europe and Asia, by H. Warrington Smyth.
The Passenger Pigeon, by W. B. Mershon.

Brown Bk. Shop, 33 No. Duke St., Lancaster, Pa.

Rostand, Princess Faraway, translated by A. E. Bagstead, pub. Badger.

Brown Bk. Shop, 623 State, Madison, Wis.

Osgood, Introd. to Infinite Series, Harvard U.

Burner's Bk. Shop, 628 Valley Rd., Upper Montclair, New Jersey

New Yorkers of the 19th Century, by Mrs. John King Van Rensaeler.
Old Pewter, Brass, Copper, etc., by N. H. Moore.
Skippy, by Crosby.

Burrows Bros. Co., 633 Euclid Ave., Cleveland

Ned Dawson In Willfull Land, by Orr.
Home-Made Beverages, Scientific Amer.

BOOKS WANTED—Continued

Burton's, Ltd., 597 St. Catherine St. W., Montreal, P. Q.

Rubaiyat of Omar Khayam, oak leaf edition.
Little Journeys to the Homes of the Great, vol. 13, memorial edition.
Catherine II, Empress of Russia, Waliszewski, 2 volumes.
Whitney Caspar, On Snow Shoes to the Barren Ground.
Set of Milton's Prose Works.
Pike, Warburton, Through Sub-Arctic Forests.
The Greville Memoirs.
The Archo Volume.
Parkman's Book of Roses.
O'Higgins Harvey, Don-a-Dreams.

Fanny Butcher, 75 E. Adams St., Chicago

The Assassination of President Lincoln and the Trial of the Conspirators, compiled and arranged by Benn Pitman, Records of the Military Commission, pub. by Moore, Wilstach and Baldwin, Cincinnati and New York, 1865.
Reminiscences of the Assassination of Lincoln, J. E. Buckingham, doorkeeper Ford's Theatre, pub. by Refus H. Darby, Washington, 1894.
Life of J. W. Booth, by George Aklfred Townsend, pub .by Dick and Fitsgerald, New York, 1865.
The Assassins Death by the same author, same pub., same year.
Trial of the Lincoln Assassins, pub. by T. B. Peterson & Bros., Phila., 1865.
Christina McNab.
Art of Playmaking, Price.
Psychology of Folk Lore, R. R. Marett, Macm.
Morals and Dogma, 1st to 32nd, Alfred Pike.
Chronicles of America, Yale University.

Cambridge Bk. Store, 1158 Mass. Ave., Cambridge, Mass.

Ainsworth, Harrison, Old St. Pauls, any ed.; Tower of London, any ed.
Brett's History of Psychology, vol. 1.
McDougal, Body and Mind.

Campion & Co., 126 So. 16th St., Philadelphia

Secrets of the Salmon, by Hewitt, limited edition.
His Grace Gives Notice.
American Wives and English Husbands, by Gertrude Atherton.
Gilbert and Sullivan and Their People, L. B. & Co.

Campion's Bk. Store, 119 Summit St., Toledo, Ohio

Presbyterian Almanac for 1864.
History of Cameron Co., Pa.
Story of a Slave.
Maxwell, Devils Garden.
Journeys Through Bookland, vols. 1, 10, ¾ mor.

Hoyt Case, 21 E. 61st St., New York

Wanted in Fine Condition Only, First Editions of the following: Sherwood Anderson, Beerbohm, Cabell, Conrad; American Editions Harte, "M'Liss," E. M. Forster, Galsworthy, "Sinjohn Items," Hawthorn "Scarlet Letter," James Joyce, Kipling "American Editions," Poe, James Stephens, Twain.
McFee, Letters from an Ocean Tramp, Aliens, first American.
Thoreau, Walden, first issue.
France, The Reine Pedauque, Pape ills.
Dreiser, Sister Carrie.

The Catholic World, 120 W. 60th St., New York

Canon Barry, Heralds of Revolt.

Celebrated Authors Society, 723 7th Ave., New York

Laura Jean Libbey and Maurice LeBlanc Stories.

Chemical Catalog Co., 19 E. 24th St., New York

Organic Chemistry of Nitrogen, by Sidgwick.
Simpler Natural Bases, by G. Barger.

Chicago Bk. Store, 62 E. Monroe St., Chicago

Bankhart, Art of the Plasterer.
Hunter, Decorative Textiles.
Arthur Schnitzler, Translations, first edition, give year and publisher.
Volitional Theory of Value.
Man Who Would Be It, The.
Manual of Ready Reference to Authors Digest, Marion M. Miller.

Chicago Bk. Store—Continued

Spinoza, Loss of Emotion.
Kennedy, Robert Duncan, New Knowledge.
Havell, Aryan Rule in India.
Uncle Tom's Cabin, Illustrated Children's ed.

Chic. Medical Bk. Co., Congress & Honore St., Chic.

Proceedings of the Royal Society of Medicine, vols. 2-4-5-6-8-9 and 11.
British Journal of Surgery, vols. 1 and 2.
Experiments on Strength of Cement, by J. Grant, London, 1875.
Portland Cement for Users, by H. Faija, London, 1884.
Coplin's Pathology.
Delamere-Poirier-Charpy-Leaf, Anatomy of the Lymphatics.

The Chicago Tribune Library, Chicago

Wright, Emily, From the Lakes to the Gulf, Chicago, R. R. Donnelly, 1884, issued by Illinois Central R. R. Co.

A. H. Clark Co., 4027 Prospect Ave., Cleveland, O.

Sheldon Family of Aurora Township, Portage Co., Ohio, anything relating thereto.
American Railroad Jl., Jan.-June 1836, 1837-1841, 1843-45, 1866-1883, 1860-64.
Railway Signal Engineer, all early vols.
Alcott, Arabian Nights Entertainments.
Washington-Crawford Letters, ed. Butterfield.
Book Buyer (N. Y.), vols. 1, 2, 24 to end.
Brockett, Our Western Empire.
Hunt's Merchant's Mag., vols. 44, 46-63.
Bandelier, Intro. to Study Among Indians of N. Mex.; Archaeological Tour in Mex., 1881.
Evans and Ellis, Hist. of Lancaster Co., Pa.
British and Foreign State Papers, 1812-1919.
Century Mag., vol. 35 (Nov. 1887—Apr. 1888).
Chilton, Automobile Trade Directories, any.
Outlook, vol. 64, no. 5.
Moore, Roster of N. C. Troops in Civil War, 4 vols.
Knox, Claim of Colonies to an Exemption from Internal Taxes, 1765.
Log Cabin Weekly, any vols.
Ross and Highland Counties, O., Hist. of.
Association of Cereal Chemists, Jl., any nos.
Thompson, David, Journal.
American State Papers, 21 vols.
Finley, Robt., Biography by Brown.
Knox, Controversy bet. Gt. Br. and Her Colonies Reviewed, 1769.
Werner's Readings and Recitations, No. 30, 1st edn.

College Bk. Store, Lincoln, Nebraska

U.S.G.S. Professional Paper 71, Stratrigraphy, Willis.
Brady Carboniferous & Permian Foraminifera.

Columbia Univ. Library, New York

Dewey, John, Studies in Logical Theory, Chicago Univ. Press.
Dickinson, G. L., The Development of Parliament, Longmans, Green, 1895.
Davidson, J., Bargain Theory of Wages, Putnam.
Decorative Furnisher, 1922, v. 41, no. 4, Jan., Cawthra.

Irving S. Colwell, 99 Genesee St., Auburn, N. Y.

Fear Not the Crossing, Wilson.
Chas. Cleaver's Pioneering to Chicago, &c

Cornell Co-op. Soc., Ithaca, N. Y.

Copies of Atkinson, Mushrooms.
Wallace, Aristotle's Psychology.
Newman, Poetry, with Reference to Aristotles Poetics, ed. by A. S. Cook, 1891, Ginn.
Buchanan, Wild Life in Canada, Stokes.
Hans Lecher, Untersuchung uber aromatische Disulfide, Munich, 1920.

Dartmouth College Library, Hanover, N. H.

Sinclair, The Combined Maze.

Dauber & Pine, 83 Fourth Ave., New York

Baring Gould, English Minstrelsie.
Roberts, A Roman Pilgrimage.
English and American Dealers please quote on the following subjects: Fine and Applied Arts; Antropology; Primitive Religions; Folklore; Philosophy; Theosophy; Occult Sciences. Good eds. of the Classes. Prompt cash for all items ordered.

BOOKS WANTED—Continued

Dawson's Bkshop., 627 So. Grand Ave., Los Angeles, California

Anderson, Norse Mythology.
Beckman, Lucie, Lessons on the Philosophy of Life.
Bernard, David, Light on Masonry, Utica, 1829.
Brinkley, Capt. F., Paintings in the Far East.
History of Steuben County, New York.
Holder, C. F., Adventures of Torqua.
King, Clarence, The Helmet of Mambrino.
Lankaster, Extinct Animals.
Lodge, Sir Oliver, Easy Mathematics chiefly arithmetic, Macmillan.
Noble, Web of Indian Life.
Shepherd, Charles Auchester, Dent.
Treadwell, Chinese Art Motives, Putnam, 1915.
King, Clarence, Memoirs.

Dennen's Bk. Shop. 37 E. Grand River Ave., Detroit, Mich.

Thayer, Genealogies.
Stephens, Crock of Gold, illus. ed.

Detroit Bk. Shop, 10827 E. Jefferson, Detroit, Mich.

Set of Book of Knowledge in cloth.

Detroit (Mich.) Public Library

Dirck, Perpetual Motion.
Swan, Dictionary of Contemporary Quotations, 1904.
Wright, Children's Stories in American Literature, 1660-1860.

Mrs. Dickens' Bk. Shop, 190 Madison Ave., Memphis, Tenn.

Around the World Cook Book.
Bigham, Fanciful Flower Tales, Little, Brown.
Housekeeping.
Hayden, Riders of the Plains .
Holland, Large Butterfly Book, Doubleday.
Horace, Loeb Classics.
Hubbard, Little Journeys; Homes of Famous Lovers.
Jutland Scandal.

Dixie Bus. Bk. Shop, 140 Greenwich St., New York

Technology and Industrial Efficiency, Tead.
Courses of Study in Library Science, Williams.
New American Business Encyclopedia, E. T. Roe.
Cooperative Course in Salesmanship, D. M. Barrett.
Australia, Economic and Political, Northcott.
Dyes and Dyeing, C. E. Pellew.
The Milk Question, M. J. Rosenau.
Advertisements of the Spectator, Lawrence Lewis.
How to Make Good as a Book Salesman, L. M. Cross.
Chinese Life in Town and Country, Emile Bard.
A Preface to Politics, Walter Lippman.
Salesmanship, G. Kleiser.
Law, vol. 2, International Textbook Co.
Philosophy of Business, A. B. Francisco, Wm. Pool Printing Co.
National Old Trails Road, J. M. Lowe.
Salesmanship Theory and Practice, T. H. Russell.
History of the San Francisco Bay Region, Bailet Millard.
Statement of Cash Holdings and Gross Deposits of National Banks, G. G. Seay.
Essentials of Drop Forging Accounting, J. B. Sehl, American Drop Forging Inst.
History of National Wholesale Druggists Assn., Chas. H. Waterbury.
Railway Traffic and Rates, G. L. Wilson, LaFayette Inst.
Economic Uses of Ores and Their Distribution, Spurr.
Lost Dollars, W. D. Hord, Investors Pub. Co.
Automobile Selling by Practical Salesmen, pub. by Auto Trade Assn.
Organization and Administration of Finance Dept., W. Bateson.
Control of Credit, Remedy for Unemployment, J. R. Bellerby.
Analysis of Selling Method, E. D. Berry, pub. by Hicks Dean.
Plan for Projecting an Atlantic Coastal Trunk Line Railroad, M. Roykin.
The Effect of the Tariff on What Women Buy, W. H. Cliff.
Sales and Sales Management, G. R. Collins, pub. by LaFayette Inst.
American Trade Marks, R. T. Evans.

Dixie Bk. Shop—Continued

Psychology in Business, Farnsworth.
Efficiency. Practical Lessons in Life Insurance Salesmanship, L. C. Forber, pub. by Spedatum, 1915.
How to Invest Your Money, W. L. George.
Panama Canal and Commerce, E. R. Johnson.
The Status of Aliens in China, V. K. W. Koo.
Productive Sales Methods, C. A. Collins, pub. by Collins Armstrong, 1913.
Commercial Banking, Kniffin, vol. 1.
How to Read the Financial Page, Browne.

Burton J. Hendrick, care of Doubleday, Page & Co., Garden City, N. Y.

Life of Thomas Jefferson, James Parton.
Figures of the Past, Wilmer.
Essays on Southern Conditions, Hilary A. Herbert.

Doubleday, Page & Co., Trade Dept., Garden City, New York

Four Hundred Good Stories, by Whiting.

Doubleday, Page Bk. Shop, 920 Grand Ave., Kansas City, Mo.

Century Dictionary and Cyclopedia, latest ed.
Whiting, Life Transfigured, LB-1910.
Basil Lozer, Horse in History, Scribner, 1908.

Doubleday, Page Bk. Shop, 38 Wall St., New York

Colton, Lacon.

E. P. Dutton & Co., 681 Fifth Ave., New York

Adair, Sails of Life.
Battifol, Primitive Catholicism.
Bell, Practical Short Methods on Rapid Calculations.
Brooks, Philosophy of Arithmetic.
Byrne, Donn, Messer Marco Polo, 1st ed.
Esher, Ionicus.
Ebers, Bride of the Nile.
Felter, Arithmetic.
Fine, Number Systems of Algebra.
Gilman, Music of Tomorrow; Phases of Modern Music.
Herbert, S., Nationality and Its Problems.
Halsted, Metrical Geometry.
Huneker, Painted Veils.
Mason, Chinese Confessions.
Marucchi, Christian Epigraphy.
Palmer, Theory of Music.
Pemberton, Life of Bret Harte.
Riddle Hutton's Recreations in Science and Natural Philosophy.
Reimann, Analysis of Bach Fugues.
Sands, Mauprat.
Simpson's, Bishop, Sermons.
Seton, Life's Histories of Northern Animals.
Saturday Evening Post, May 19, 1917.
Smith, Teaching of Geometry.
Willets, The Double Cross.
White, Scrap Book of Elementary Mathematics.
Whimper, First Ascent of the Matterhorn.
Xenophon, Art of Horsemanship.
Yonge, Long Vacation, Modern Broods.

Edward Eberstadt, 25 W. 42nd St., New York

California, Oregon, Wyoming, Utah, Montana and the Far West; Books, pamphlets, maps and manuscripts urgently wanted. Any and all items; price no object; spot cash with order. Attention to this notice will prove a source of continuous profit.

Paul Elder & Co., 239 Post St., San Francisco

Wanderfoot, by Stockley.
Wild Honey, by Stockley.
Botany of California, by Brewer and Watson.
Need for Art in Life, by Holborn.
New Grub Street, by Gissing.

Engelke's Bk. Store, 855 N. Clark St., Chicago

Long, S. & H., Railroad Manual, 1829.
Bulletin 30, Part 1, Bureau Am. Ethnology.
Sir Thomas Browne, by S. Wilkins, Bohn ed.
O. Z. Hanish, Health and Breath Culture, Tune Studies.

Philotheos K. Ferney, Ferndale Farm, Kennedale, Texas

Auerbach, Berthol, English text.
Conrad, Sun-Dial Edition.
Dickens, Gadshill Edition.

BOOKS WANTED—Continued

P. K. Ferney—Continued

Golden Book Magazine, January issue, 1925.
Grote's History of Greece.
Heine's Works, Crosscup Sterling Ltd.
Hamilton, Alexander, Works.
Lutyen's English Country Homes.
Lever, Chas., Works, ltd.
Lincoln, Abraham, Works, ltd.
Mommsen's Rome.
Ruskin, John, pub. by De Fau, ltd.
Shakespeare, Julis Arthur Edition, ltd.
Dealers please quote us any time on standard sets, limited editions, in any binding, for cash.

Film Booking Offices, Scenario Dept., 723 Seventh Ave., New York

A Poor Girl's Romance, by Laura Jean Libby.

Financial Pub. Co., 17 Joy St., Boston 14.

Interest Tables, O. M. Beach.

Gustav Fock, G.m.b.H., Postschliessfach 100, Leipzig, Ger.

Cicero, Opera omnia, vol. 19 (Boston 1816).
Colcord, Index II to the lit. of Am. Econ Entomol.
Conklin, Dev. Crepidula.
Davis, Elem. meteorology, 1894.
Farlow, Hist. Marine Algae U. S.
American Fruit Grower.
Report of the American Breeders Assoc.
Proceed. of the Amer. Assoc. for the Advancement of Science.
Jour. of the Ass. of Agr. Chem., v. 1, 2.
Journ. Astrophysical, vol. 1 to 6, 28, 29, 37 to 40, 43, 51 to 53.
Journ. Biochem., v. 7 to 16.
Journ. of biol. chemistry, v. 18 to 35.
Journ. of Phys. chem., v. 1, 8 to 10, 19, 20.
Am. Journ. of Conchology, set.
Journ. of Ecology, v. 1 to 9.
Journ. of Genetics, v. 9.
Journ. of the Hort. Soc. of N. Y., v. 1, no. 1.
Journ. of inf. diseases, v. 8, 10, 11.
Journ. of Metabolic Res., v. 1 to 3.
Journ. of morphology, v. 1, 14, 15.
Journ. of the Trenton Nat. History, v. 1.
Journ. of the Am. Mus. of Nat. Hist., v. 1 to 21.
Journ. of nervous and ment. diseases, v. 1 to 48.
Journ. of comp. neurology, v. 1 to 26, 2 to 15.
Amer. Pharm. Ass. Journ., v. 4, 5.
Journ., Pharm., 1841 a foll.
Am. Journ. of Science, 1879 to 1907.
Journ. of Scientific Instr., 1923-24.
Journ. of State Med. Ldn., v. 1 to 20.
Lawes, Lewis, Judgment of Death.

Fowler Bros., 747 So. Broadway, Los Angeles, Cal.

Sex and Life, Robie.
A Dictionary of Dates, up to date, best to be had.
Germany's High Sea Fleet in World War, Admiral Scheer.
Valor of Ignorance, Lea.
Life of Leo, R. J. Robbins.

Frederick & Nelson, Seattle

The Battle of Jutland, Von Speis, pub. by Macmillan Company.

Gammel's Bk. Store, Austin, Texas

Aker's South America.
Parton's Life of Aaron Burr.
Appleton's Biographical Encyclopedia.
Anything on Texas.

Ernest R. Gee, 35 E. 49th St., New York

Stevenson, Thistle Edition, complete, cloth.
Dumas's Works, complete set, cloth.
George Meredith, complete set, cloth.
The New Universal System of Inversible Carriages, by John March, London, 1795.

Gelber, Lilienthal, 336 Sutter St., San Francisco

Chas. T. Jackson, Day of Souls.
Ingersoll, Original Dresden ed.
Books on California.
Quote firsts, Willa Cather.

Alfred F. Goldsmith, 42 Lexington Ave., New York

Atlasses and Books containing Maps printed before 1800.

A. F. Goldsmith—Continued

When Dreams Come True, Saltus.
Any Books by Edgar Saltus.
Kokoro, by Lafcadio Hearn.
Any Books by Lafcadio Hearn .
Leaves of Grass, Whitman, Wash., 1871.
Any Books by or About Walt Whitman.

Goodspeed's Bk. Shop, 9-a Ashburton Pl., Boston

Chestnut, Diary from Dixie.
Fitzgerald, Life of Garrick, Lond., 1899.
Hamilton, Washington's Neutrality Proclamation of 1793, signed "Pacificus."
Hornblow, American Theatre.
Indian Tribes of Upper Miss. Valley and Great Lakes.
Martino, Japanese Artist in London.
Neill, Founders of Maryland.
Pater, Cupid and Psyche.
Radisson, Voyages of Peter Espirit.
Seilhamer, American Theatre.
Stratton, Experimental Psychology and Culture.
Trevelyan, Life of Bright.
Genealogies : Alstons of N. & S. Carolina by Groves; Delamater; Jewell Register, 1860; Macy, 1868; Morgan; Amos by Richardson; Wingate, 1886; Woods-McAfee Memorial, 1905.

Gotham Bk. Mart, 51 W. 47th St., New York

Mirbeau, Experiences of a Ladys' Maid.

The Green Man Bk. Store, 106 E. 3rd, Tulsa, Okla.

Lombroso, After Death—What?
M. A. Wierner, Almost 14.
Bob Taylor's Best Speeches.
Run Away, Robinson.

Greenwood Bk. Shop, 307 Delaware Ave., Wilmington, Delaware

Beau Brummel and His Times, de Monvel, 1st ed.
Beau Brummel, Fitch, 1st ed.
Ornamental Gardening in Florida, Simpson.
Rough the Miser, Wesselhoeft.
Diary of a Doctor, Meade.
Mental and Moral Heredity in Royalty, Wood.
Don Pablo of Segovia, Vierge illus.
Tom Sawyer, 1st ed.
Hardy Bulbs for Amateurs, Jacobs.
Journal of Philip Fithian.

P. Guthrie's Bk. Shop, 516 Wm. Penn, Pl., Pittsburgh

When the Red Gods Call, Grimshaw.

Hahne & Co., Bk. Dept., Newark, N. J.

Fillippi, International Cook Book.

Hall's Bk. Shop, 361 Boylston St., Boston 17, Mass.

Tell England, Raymond.

Harlem Bk. Co., 53 W. 125th St., New York

Modern Eloquence, vol. 5 only—10 vol. any binding.
Mark Twain, vol. 12, 25 only, red cloth, Harper.

The Harmony Bk. Shop, 51 W. 50th St., New York

From Pioneer to Poet, Isabel Pagan.
Sacred Symbols in Art, E. E. Goldsmith.
My Chinese Vase, author unknown.
Life, Rest, W. W. Wheeler.
Books by Warren F. Evans.
White Cross Library, Prentice Mulford.
Anything by O'Grisseek.
Studies in Wives, Lowndes.
Womanhood and Marriage, Margaret Lawrence.
Stammering, any author.

Hawaiian News & Thrum's, 1045 Bishop St., Honolulu, Hawaii, U. S. A.

Chester Manual of Determinative Bactereology, pub. by Macmillan Co.

B. Herder Bk. Co., 17 So. Broadway, St. Louis, Mo.

Ward, Life and Times of Cardinal Wiseman.
Ward, Aubrey de Vere, A Memoir.
De Wulf, History of Philosophy.

Ernst Hertzberg & Sons, 1751 Belmont Ave., Chicago

The Authors ed. of A. Conan Doyle.
Seven Seas, Kipling.
Outward Bound, Kipling.
Thistle, Stevenson.
Mark Twain, set.

BOOKS WANTED—Continued

Walter M. Hill, 22 E. Washington St., Chicago, Ill.

Glasgow's Barren Ground, 1st ed.
Rose's Life of Napoleon.
Root, Men and Policies, 1st ed.
Kent's Wilderness, 1st ed., large paper signed.
Saltus, Bayadere, 1st ed.
Serviss, Moon Metal, 1st ed.
Chicago Herald, Chicago Chronicle, any issues prior to 1899 and 1906.
Early Chicago Views.
Freight Trains, books and illustrations relating to.
Ehrenfest, Birth Injuries of the Child, Appleton.
Railroads, An Act to Provide for the Incorporation of Railroad Companies in Indiana, 1853.
Don Quixote, illustrated by Tony Johannot, Cruikshank, A. Boyd Houghton.
Guiney, The Happy Ending, 1st ed.
To the Descendants of Thomas Dickinson, son of Nathaniel and Anna Gall Dickinson.

William R. Hill, 945 E. 47th St., Chicago

Badron's Military Life of Grant, vols. 2 and 3, or set.
McMaster's History of American People, vols. 4, 5, 6, 7, 8.
Castiglione, The Courtier.
Note Books of Leonardo da Vinci.
Print Collector's Quarterly, vol. 8, no. 2.
Magic of First Thirteen Centuries.
Denizens of the Deep, by Bullen.
Aaron Burr's Journal .
Todd's Defence of Aaron Burr.

Hochschild, Kohn & Co., Baltimore

Lives of the Buckminsters, Eliza Buckminster, pub. 1851.
Life of Sidney Lanier, Mims.
Lineage Litchfield.
Froissart Chronicles, translated Johnes, London, 1874.
Autographed Editions of Woodrow Wilson.
Vigny, Servitude et Grandeur Militaires, in English.
At the Time Appointed, A. Maynard Barbour.
American Legion, Wheat.
The "Home" Journal, 1846-97.
Adoniram, Judson Gordon, a biography
The Holy Spirit in Missions, A. J. Gordon.

Holmes Bk. Co., 742 S. Main St., Los Angeles, Cal.

Kerr, People's History of Presbyterianism.
Schwatka, Frederick, Nimrod in the North.

J. P. Horn & Co., 1821 Walnut St., Philadelphia

Robert Barr, A Prince of Good Fellows.
Shoemaker, Legends of the Seven Mountains; Bison Hunting in Penna; Black Forest.
Frontier Forts of Penna.
Annals of Buffalo Valley.

Wright Howes, 1142 So. Michigan Ave., Chicago

Fiske, Beginnings of New England, large illus. ed.
National Cyclopedia of American Biography, pub. by White, 15 vols, or more, buckram.

H. R. Huntting Co., 29 Worthington St., Springfield, Mass.

Hyde, College Man and College Woman.
Pitkin, Early American Folk Pottery.
Elliott, Atlanta of the South .
Stockham, Karezza.
Cooper, Drusilla with a Million.
Widdemer, Why Not?
Belloc, More Beasts for Worse Children, 2.
Brotherton, Fairy Stories to Tell and Suggestions for the Story Teller.
Parkinson, Dutchie Doings, 2.
Douglas, Little Girl of Old Detroit.
History of Enfield, Connecticut .
Gibbon, Jan.
Parrish, When Wilderness was King.
Taylor, Barbara from Baltimore.
Martin, Martha of the Mennonite Country.
Irwin, Phoebe and Ernest; Phoebe, Ernest and Cupid.
Hanshew, Cleek the Master Detective; Riddle of the Night.
Benson, David Blaize.
Cancellation of the Allied Debt, Reference Shelf.
Pam, 2.
Pam Decides , 2

H. R. Huntting Co.—Continued

Davis & Bridgman, Three Minute Declamations.
Moreland, Stone Age in North America.
Indian Notes and Monographs, vol. VII, no. 1, Certain Aboriginal Pottery from S. Calif., by Heye.

A. J. Huston, 92 Exchange St., Portland, Maine

American Jersey Cattle Club, Herd Register, vol. 78.
Burrage, Beginnings of Colonial Maine.
Carter, Law, Its Origin and Growth.
Cushing's Anonyms.
Eaton's Hist. of Thomaston.
Folsom, Catalogue of Documents relating to Maine.
Oliver's Precedents, 4th ed.

Int'l Art & Science Bk. Co., 35 Nassau St., N. Y.

Chemical, Medical, etc., periodicals in sets or vols.

G. W. Jacobs & Co., 1726 Chestnut St., Philadelphia

The Compact, Cullum.
History of the Republican Party, 2 vols., Francis Curtis.

J. H. Jansen, 323 Caxton Bldg., Cleveland

Cram, The Gothic Quest.
Cram, Ruined Abbeys of Great Britain.
Goodyear, Mediaeval Refinements.
Lethaby, Architecture, Mysticism and Myth.
Phillips, Form and Color.

Jefferson Bookshop, 353 Law Bldg., Norfolk, Va.

Brown, Alex., Genesis of the U. S., 2 vols.
Burk's History of Va., set or vols. 1, 3, 4.
Murphy, J. M., Sporting advs. in Far West, 1880.
Osler, W., M.D., Aequanimitas.
Blanchard, J. P., Journal 45th Ascent., Phila., 1793.
Life Story of Ringling Bros., Chicago, 1900.

Edw. P. Judd Co., New Haven, Conn.

Antarctic Mystery, Verne.
Anthology Magazine Verse for 1924.
Awakening of Helena Ritchie, Deland.

Orange Judd Pub. Co., 15 E. 26th St., New York

The Chronicles of America, Roosevelt Edition, 50 volumes.

Kendrick-Bellamy Co., 16th St. at Stout, Denver

Lives of the Painters, Sculptors, and Architects, 4 volumes, by Vasari.
Life of Cellini, 2 volumes, by Cust, pub. by Macmillan Company, 1910.
How to Judge Architecture, by Russell Sturgis.

Mitchell Kennerley, 489 Park Ave., New York

The Devil, a Play, Kennerley.
The Other Man's Wife, Frank Richardson.
2835 Mayfair, Frank Richardson.
Congreve, Nonesuch Press.

Kilmarnock Books, Fourth at Cedar St., St. Paul, Minn.

Maud Diver, Captain Desmond; Retribution.
Judgment of the Sword.

Kleinteich's Bk. Store, 1245 Fulton St., Brooklyn

Buckley, Through Magic Glasses.

Kokomo, Indiana, Carnegie Public Library

Tuckerman, Life of Lafayette.

Korner & Wood Co., 1512 Euclid Ave., Cleveland

Hunting, Our Feathered Game, Scribner.
Quick, Yellowstone Nights.
Times Midweek Pictorial, vol. 1, no. 1.

Kroch's, 22 No. Michigan Blvd., Chicago, Ill.

Okakura, Ideals of the East.
Tolstoi, Life is Worth Living.
Hildegrade Hawthorne, Old Seaport Towns of New England.
Henry Lodge, The History of Germany.

Rev. H. O. Ladd, 20 Park Drive, Brookline, Mass.

The Story of New Mexico, 475pp., 8vo, H. O. Ladd, author, complete with index and map, D. Lothrop Co., Boston, pub. about 1891.

Lamar & Barton, 1308 Commerce St., Dallas, Texas

Illustrated History of Methodism, pub. in 1887 by Phillip Hunt.

BOOKS WANTED—Continued

E. P. Lambert, 935 S. B'way, Los Angeles, Cal.
[Cash]
Always in the market for old illustrated Manufacturers' Catalogues of lighting fixtures, hardware, furinture, carriages and wagons, stoves and ranges, saddlery. Also quote tailors' and costume plates of men's attire and illustrated Uniform Regulation of any description.

La Salle & Koch Bk. Shop, Toledo, Ohio
Our Native Orchids, W. H. Gibson.

Charles E. Lauriat Co., 385 Washington St., Boston 3
Electricity, Woodhull, D. P. & Co.
Little Florida Lady, Paine, Jacobs.
Boys at Chequasset, Whitney, H. M. Co.
New Boy at Dale, Rich, H. B.
Rollo in Holland, Abbot, Crowell.
Dixie Rose in Bloom, Kortrecht, Lippincott.
Benson, The Merchant Marine.
Stephenson, By Way of Cape Horn.
Sheet Anchor.
Forbes, Notes on Ships of the Past.
Lowell, The Courtin'.
History of Matrimonial Institution, Howard.
Brand's Popular Antiquities, one volume ed.
Study of British Genius, Haverlock .
Social France in Times of Philip Augusta.
East and West Through Centuries, Young.
English Utilitarians, Leslie Stevens.
Metaphysics of Aristotle, edited by Ravaeson.
Spinoza's Ethics.
Meditations of Descartes.

John A. Lavender, 266 River St., Troy, N. Y.
Rough Rhymes of a Padre, Kennedy.
Harper's Magazine for Dec., 1875.

The Little Bk. Store, 51 E. 60th St., New York
Hist. of the Dividing Line, Wm. Boyd, Doubleday, Page.
Life and Adventures of Chevalier Chas. Stuart, Chambers.
Roger Lamb's Journal.
Life of Louis Wetzel, pub. Phila., 1862.

B. Login & Son, 29 E. 21st St., New York
American Journal of Roentgenology, vol. 1-3.
British Journal of Surgery, vols. 1-5, 8, 9.
Mayo Clinics, 1915, 1921, 1922, 1923.
American Journal of Physiology, vol. 35 and 36.
Packard, History of Medicine.
Parsons, Pathology of the Eye.
Mumford, History of Medicine.
Chemical and Medical periodicals, sets and vols. Please send us list of what you have.

Login Bros., 1814 W. Harrison St., Chicago
Schleip, atlas Hematology.
Lexer Bevan, Surgery.
Fantus, Prescription Writing.
Thompson, Ear, Nose and Throat.
French, Differential Diagnosis.
Cushing, The Pituitary Body.

Lord & Taylor Bk. Shop, Fifth Ave. at 38th St., N.Y.
Realization of George Washington's Dream, by James Payntz Nelson, pub. Chesapeake & Ohio Railway Co., Richmond, Va.
Bud, by Neil Munroe, Harpers.
Lords of the Soil, by Lydia Jocelyn and E. J. Cupple.

Lowman & Hanford Co., 616 First Ave., Seattle, Washington
Agault, Countess D., Souvenir.
Ellwanger, Garden Stars.
Andrefoe, King Hernger, play.
Delville (2 copies), New Mission in Art.
Jefferson, T., Parliamentary Law.
Long, R., My Story I Like Best.
Militz, Anne Rix, Sermon on the Mount.
Rogers, Living Fire, 2 copies.
Griffin, Chas. E., Four Years in Europe with Buffalo Bill.
Brown, M. W., Life of Dan Rice.
Narrative of the Adventures of Suffering of John R. Jewith.
McDonald's Farmers Almanac.
Crucifixion, by an Eye Witness.

Einer A. Lyngklip, 51 Park Pl., Lockport, N. Y.
Pearsons' Mag., Sept. 1916 to Dec. 1924.
Mencken, George Bernard Shaw.
Hergesheimer, Java Head.
H. G. Wells, The Time Machine; The Wonderful Visit; The Island of Dr. Moreau.
Frank Harris, Elder Conklin; Oscar Wilde; Paper Pamphlets; any 1st, any time.

McClelland & Co., 26 No. High St., Columbus, Ohio
Esperanza.
Open Door, Blanche Willis Howard.
Man of Gallilee, Wendling, Olcott Pub. Co.

The Macmillan Co., 60 Fifth Ave., New York Religious Books Dept.
Vasari's Lives of the Painters, Medici Society, London, vols. 3 and 8.

Wm. F. McNary, 4376 Olive St., St. Louis
Godey's Lady Books.
Peterson's Magazines with colored plates.
Christian Science Books and Pamphlets.

John Jos. McVey, 1229 Arch St., Philadelphia
Walton, Conrad Weiser and the Indian Policy of Colonial Penna.
Toy, Judaism and Christianity, Little-Brown.
Ott, Text Bk. on Physiology, 4th ed., Davis.

R. H. Macy & Co. Bk. Dept., New York
Mr. Merriman's Christmas Eve, by F. S. Parker, pub. Reilly & Britton.
Sonnets of Michael Angelo, pub. Scribner.

Madison Ave. Bk. Store, 558 Madison Ave., N. Y.
Favorite Recipes Cook Book, by M. H. Neil, 2 copies.

Madison Bk. Store, 61 E. 59th St., New York
Stevenson, Thistle ed., vols. 3, 7, 25.
Thackery, Kensington ed., Scribners, vols. 4, 6, 13, 24.
Hopkinson Smith, Autograph ed., vol. 24.
Genealogical Memoirs of Robert Burns.
Harvard Classics, and edition.
New International Encyclopedia, 2nd ed.

Harry F. Marks, 31 W. 47th St., New York
Books on Turkish and Russian Baths.

Medical Soc. of Denver Library, Medical Lib. Bldg. Denver, Col.
Mumford, J. G., Narrative of Medicine in America, Lippincott, 1903.

Medical Standard Bk. Co., 301 N. Charles St., Baltimore, Md.
The Lineage of Litchfield, by James Branch Cabell.
Phantom of the Opera, by La Roux, Bobbs-Merrill.

W. H. Miner Co., 3518 Franklin Ave., St. Louis
Sennett, Life of Madame Blavatsky.
Blavatsky, Caves and Jungles of Hindustan.
DeKruif, Our Medicine Men.
Physiological Review, April 1922, Jan. 1923.
Lovell, Isabel, Stories in Stone from the Roman Forum.

The Missouri Store Co., Columbia, Mo.
Bouvier, Law Dictionary, used set.
World Book, used set, cheap.
Maxwell, Electricity and Magnetism.
Lloyd & Bigelow, Teaching of Biology.
Leonard Bacon, The Ph.D.'s, pub. P. B. K. Soc.
Patterson, Ger.-Eng Dict. for Chemists.
Benham, Book of Quotations.

E. V. Mitchell, 27 Lewis St., Hartford, Connecticut
Adolescent Girl, Blanchard.
Richard Yea and Nay, Hewlett.
And the Wilderness Blossomed.
Far Away and Long Ago, Hudson, original edition.
Crock of Gold, illustrated by Wilfred Jones.
Through One Administration, Burnett.
Hibe and the Aeroplane, Lewis, 1st edition. Innocents, Lewis, 1st edition. The Job, Lewis, 1st edition. Trail of the Hawk, Lewis, 1st edition. Free Air, Lewis, 1st edition. Main Street, Lewis, 1st edition. Arrowsmith, Lewis, numbered and signed.

BOOKS WANTED—Continued

Newark, New Jersey, Free Public Library

Bernstein, Edward, Evolutionary Socialism, Huebsch, 1909.

Daniel H. Newhall, 1701 Pershing Sq. Bldg., N. Y.

(Cash with order if quoted postpaid.)
Anderson, Notes on Stonewall Jackson .
Argyle, Cupid's Album.
Bancroft, History of Oregon.
Boyd, Sorrows of Nancy.
Bronson, A Finish Fight for a Birthright.
Gayarre, Colonial History of Louisiana.
Lamon, Life of Lincoln.
MacChesney, Lincoln Tributes of a Century.
Robinson, The Maid of the Ranche.
Whitney, Life on the Circuit with Lincoln.
Wright, Dodge City, Cowboy Capitol.

Norman, Remington Co., Charles and Mulberry St., Baltimore, Md.

Herman, Eucken & Bergson.
Arnim, Fraulein Schmidt and Mr. Anstruther.
Tierman, Mary Spear, Susette; Jack Horner.
Didier, Life and Letters of Mme. Bonaparte.
Tilghman, Hist. of Talbot Co.
Ada Mosher, Poems.
Cabell, Lineage of Lichfield, McBride.

E. D. North, 4 E. 39th St., New York

Abbey, E. A., The Quiet Life, 1st ed.
Conrad, Charles M., A. L. S.
Hubbard, Samuel D., A. L. S.
Aristophanes, 3 vols., Loeb Classics.
Audubon, Birds of America, folio ed
Beebe The Bird, 1907.
Besant, Armorel of Lyonesse.
Beveridge, Life of Marshal, 4 vols., 1st ed.
Bible, Vulgate ed., large type.
Black, Three Feathers.
Browne, Hydrotaphia, Riverside Press.
Byrne, Donn, Marco Polo; The Wind Bloweth.
Cloquet, Recollections of Private Life of Lafayette.
Coleridge, Poems, London, 1796.
Crozier, Records of Spotsylvania.
Cruikshank, Popular Misgovernment in U. S.
Dickinson, Emily, A. L. S.
Doheny, American Life of Lafayette, Texas, 1832.
Douglas, S. A., A. L. S. mentioning Lincoln.
French, Early Amer. Silversmiths, 1917.
Gaylord, Memoirs of Notorious S. Burroughs, 1835.
Gibbs, Sir P., Street of Adventure; Men & Women of French Revolution; George Villiers, Duke of Buckingham; Kings Favorite.
Goody Two Shoes, 1st ed.
Hergesheimer, 1st eds.
Hewett, Secrets of the Salmon.
Kedge Anchor.
Kennedy, Rough Rhymes of a Padre; The Hardest Part.
James, Roderick Hudson; Question of Our Speech; other 1st ed.
Lafayette, Complete History of, Hartford, 1845.
Langstaff, David Copperfield's Library.
Lincoln, Life of, by Ida Tarbell, 2 vols., L. P.
Longfellow, Evangeline, Boston, 1847.
Lowell, Biglow Papers, Cambridge, 1848.
Mabie, Works, ed. de luxe, N. Y., 1900, 10 vols.
Mayo, The Berber.
Meynell, John S. Sargent's Works, London, 1903.
Moore, The Apostle, London, 1911, Drama in Muslin, 1886.
Morley, Christopher, Travels in Philadelphia.
Onions, Gray Youth, 1st edit.
Oxenham, Man of Sark, N. Y., 1907.
Patten, Ruth W., Memoirs and Family Corres., 1834-45.
Poe, The Raven and Other Poems, N. Y., 1845.
Pycraft, Courtship of Animals and Hist. of Birds, 1910.
Rice, Harmanus Bleeker an Albany Dutchman.
Roosevelt, Autobiography, N. Y., 1913; Through the Brazilian Wilderness, 1st edit.
Shakespeare's Works, 3rd folio, London, 1664.
Snow-Fire, by author of "Martyrdom of Empress."
Starbuck, Hist. of Amer. Whale Fishery, Waltham, 1876.
Stevenson, Kipling and Mark Twain, presentation copies.
Swift, Hist. of Yarmouth, Yarmouthport, 1884.

E. D. North—Continued

Tennyson, Poems, 1833.
Thayer, Abraham Lincoln.
Thomson, Secrets of Animal Life, etc.
Thoreau, Week on Concord and Merrimack Rivers, orig. cl.
Train, Lost Gospel.
Virgil, Georgics or Bucolics, text.
Wheeler, W. A., Vice-President, A. L. S.
Narratives of Wheelock.
Whitman, Leaves of Grass, presentation copy, 1st edit.
Williamson, Lightning Conductor.
Window Panes.
Zouch, Life of Izaak Walton.

Old Corner Bk. Store, 50 Bromfield St., Boston, Mass.

Frankau's Story of Emma, Lady Hamilton.

Osborne's Bk. Store, Santa Barbara, California

Modern Arms and a Feudal Throne.

D. L. Passavant, Zelienople, Pa.

Hartley's Life Wetzel, 3 copies.
Browne, Ross, Resources of Pacific States .
Lamb, Chas., Essays, sec. ed., Sec. Series, Phil., 1828.
Ober, Resources Mexico, 1884 .
Southworth, Mex. Mining Directory.

Peabody Bk. Shop, 913 No. Charles St., Baltimore

Jones, Ernest, Psycho Analysis.
Saltus, Mary Magdalen.
Haggard's Cetawayo and his White Neighbor.

Paul Pearlman, 1711 G St. N. W., Washington, D.C.

James Stephen's Irish Fairy Tales, illustrated by Arthur Rackham, Macmillan, 1920.

Pearlman's Bk. Shop, 933 G St. N.W., Wash., D. C.

Lewis, Wolfville Days.
Williamson, Princess Virginia.
Alex. Hamilton, Modern Business, vol. 1, 7, 9, 14, 21, 24.
The Yahoo.
Read, Opie, Wives of the Prophet.
Schnitzler's Casanova's Homecoming, cheap ed.

E. L. Pearson, 476 5th Ave., New York

Trial of J. W. Lewis for murder of G. G. Coburn, Portland, Me., 1894.

Unity Pegues Bk. Shop, 6417 Hollywood Blvd., Hollywood, Cal.

Satyricon, privately printed, New York, 1922.
Without Mercy.
Quinneys, H. A. Vachell.

Pettibone-McLean Co., 73 E. State St., Dayton, O.

Huntington, Palestine and Its Transformation, Houghton.
Clemens, Literary Essays.
Hard, M. E., The Mushroom, Edible and Otherwise.
Dowden, French Revolution and English Literature, Soule.
Erikson, Fungoid Diseases of Agricultural Plants.
Dumas, Edmund Dantes, in English, any edition.
Appleton, Cyclopedia of Am. Biography, vol. 3 only.
Bynigton, Puritan in England and New England.

Powner's, 1352 N. Clark St., Chicago

Handrailing Simplified.
Lessons on Hand Railing.
Practical Geometry.
Elements of Hand Railing.
Catholic Encyclopedia, 15 vols, ¾ leather.
Godey's and other fashion magazines prior to 1870.

Princeton Univ. Library, Princeton, New Jersey

Taylor, New Views of the Constitution of the U. S., Washington, 1823.
Taylor, An Inquiry into the Principles of the Government of the U. S., 1814.
Georgia Confederate Records, vol. 5.
McPherson, Political History of the U. S. of America During the Period of Reconstruction, 1865-70, Washington, 1871.

John M. Pryse, 919 S. Bernal Ave., Los Angeles

Avalon, Serpent Power.
Burgoyne, Light of Egypt, vol. 2 or set.
Woolsey, Original Garden of Eden Discovered.

BOOKS WANTED—Continued

Putnams, 2 W. 45th St., New York

udubon's Quadrupeds, folio ed.
rown, Stellor Theology.
urtis, Indian Book, 1st ed.
hoate, American Addresses.
onovan, Modern Jury Trials.
enham, Casino Girl in London.
reen, Hand and the Ring.
lay, Addresses.
isserand, Literary History of the English People.
endall, Spots of Wit and Humor.
napp, Hic Habitat Felicitas.
evi, Meditations of the Heart.
ees, Scenes and Shrines in Tuscany.
cCall, Breath of the Gods.
sborne, Origin and History of the Horse.
'Connor, Travels in the Pyrenees.
ezet, Aristokia, illus. by Tony Sarg.
evere, Keel and Saddle.
pringfield, Horse & His Rider.
tephen, Crock of Gold, with illus., by Jones.
poffard, Book for All Readers.
homes, Bush Rangers, or Life in Australia.
oodlock, Anatomy of a Railway Report.
ar Department Report for the Year ended June 30, 1900, Report of Lieut.-Gen., vol. I, parts 1 to 9 inclusive.
ame Report for year ended June 30, 1901.

Bernard Quaritch, 11 Grafton St., London, W.1.

oreau de St. Mery, Cat. of Books pub. at Philadelphia, 1795-9.
organ, Heredity and Sex, Col. Univ. Press, N. Y.
ott, Provencal Lyrics.
elson, Analysis of the U. S. A. Shipping Board.
orris, Portraits of Shakespeare.
ystrom, Parabolic Construction of Ships.
riental (American) Socy. Jul., v. 36, pt. 1.
ulliken, Identification of Pure Organic Compounds, vols. 5 and 6.
ensacola, Florida, A View of, pub. Gould, c. 1760.

Rare Bk. Company, 99 Nassau St., New York

hea's Mississippi Valley, 1852.
amsay's Annals of Tennessee.
hittenden's American Fur Trade, 3 vols., 1902.
Bryce's Remarkable History of Hudson Bay Company, 1911.
Hannis Taylor's Origin and Growth of the United States' Constitution.
Coincidences, Bacon and Shakespeare, by Edwin Reed.
Psychology and Achievement, by Warren Hilton.
Shakespeare, University or International Edition.
Der historische Beweis der Bacon-Shakespeare Theorie, by Edwin Borman.
The Etymological Encyclopaedia of Technical Words, by D. J. Brown, Boston, 1832.
Philosophical and Practical Grammar, by Noah Webster, 1822.
The Home Journal.
Genealogies, Robertson, McKenzie, McIntosh, Clan Chattan.
Acts of the Legislature of all States.
Christian Science Books and Pamphlets.

The Rare Book Shop, 723 17th St., Wash., D. C.

Bryant, Pictures and Their Painters
Rogers, Julia, Shell Book.
Autobiography of a Piano, Dutton, 1900.
Ainsworth, A Book for all Readers, Putnam, 1905.

Raymer's Bk. Store, 5 N. Division Ave., Grand Rapids, Mich.

Prisoners of Chance, Parrish.

E. R. Robinson, 410 River St., Troy, N. Y.

Celnart, Mme, Gentleman and Lady's Book of Politeness
Chronicles of America, 50 vols.
Dyers, T. H., Kings of Rome.
De Weindel, M. H., Francois Joseph Intime.
Davenant, C., Political and Commercial Works, 1771.
Gribble, F., Life of Emperor Francis.
McCulloch, J. R., Literature of Political Economy.
Mahaffy, Francis Joseph, His Life and Times.
Mun, T., England's Treasury in the Foreign Trade.

E. R. Robinson—Continued

Overstone, Lord, Select Collections of Valuable Economical Tracts.
Porter, Admiral, Allan Dare and Robt. Le Diable.
Steed, H. W., Hapsburg Monarchy.
Vauban, M., Project for a Royal Tythe.
Wagner, Lohengrin; Parsifal; Meistersinger, transl. by Huchel.

Robson & Adee, 312 Union St., Schenectady, N. Y.

New Eng. Genealogical Register, all after 23d issue.
History of Andover, Mass.
History of Chelmsford, Mass.

Rochfort's B'kshop, 27 Court Sq., Boston

Titles by following authors, must be in good condition and prices reasonable: Beck, L. A., Arlen, M., Barrington, Dejeans, E., Bennett, A., Lawrence, D.
Kemp, Tramping on Life.
Reisenberg, Under Sail.
Adams, S. H., Success.

R. P. Joseph Roy, 33 rue de'l Alverne, Quebec, Can.

American Catalog, 1876-1910, any or all.

Rye Bk. & Gift Shop, 42 Purchase St., Rye, N. Y.

Old Court Life in Spain, Frances Elliot.
Biggers, Seven Keys to Baldpate.
Miller, Ladies Must Live.
Crosby, Skippy.
Herford, Peter Pan Alphabet, 2.
Hawkins, The Man Who Rose Again.

St. Paul Bk. & Sta. Co., 55 E. 6th St., St. Paul

General George A. Custer's My Life on the Plains.
Men, Women and Manners of Colonial Times, Fisher, 2 vols.
Mills, From Existence to Life.
Palmer's New Manual of Shorthand.

Sanger Bros., Dept. 24, Dallas, Texas

Gadshill's ed. of Dickens' Works.

Sather Gate Bk. Shop, 2235 Telegraph Ave., Berkeley, Calif.

Seeley, Natural Religion, pub. Macmillan, London, 1882.
Le Gallienne, Richard, Highway to Happiness, pub. Morningside Press; Maker of Rainbows, etc., pub. Harper & Bros.; Painted Shadows, pub. Little, Brown & Co.

Schenectady, New York, Public Library

Etude, recent vols.
Garden Magazine, recent vols.

Schulte's Book Store, 80 Fourth Ave., New York

F. St. Mars, any books.

Scrantom's, Inc., 334 Main St. East, Rochester, N. Y.

Huxley, Leda and Other Poems
Fannie M. Farmer's New Book of Cookery, 1912 ed.

Scrantom's, Inc., 21 State St., Rochester, N. Y.

Mrs. R. D. Hitchcock, Life in the Navy.
Moody, The Fire-Bringer.
Misch, Selections from School and Home Poems.
One Each, vols. 3 and 4, Life Beyond the Veil.
Stearns, New England Bird Life, vol. 1.

Chas. Scribner's Sons, 5th Ave. at 48th St., N. Y.

Conder, The Latin Kingdom of Jerusalem, London, 1897.
Freeston, Passes of the Pyrenees.
Gaskell, Life of Charlotte Bronte, Haworth ed. only, Harper.
Headley's Washington and His Generals, 2 vols., Scribner.
Kingsbury, Genealogy Gathered, pub. Pittsburgh, 1901.
Knapp, Hic Habitat Felicitas.
Krey, The First Crusade, Princeton University Press.
Reid, T. W., Charlotte Bronte, Scribner, 1877.
Ritchie, Early Letters of Jane W. Carlyle.
Robie, Quest of the Quaint, Little, Brown.
Sampson, Studies in Milton, Moffat, Yard.
Stevenson, The Crusades in the East, 1907.
Studio, Yearbook of Decorative Art.
Sumner, Folkways, Ginn.
Waliszewski, Romance of an Empress, Appleton.

BOOKS WANTED—Continued

Sears, Roebuck & Co., Bk. Dept., Chicago
Art and Environment.

Seattle Public Library, Seattle, Washington
Crane, Maggie.
Nietzsche, Birth of Tragedy.

Charles Sessler, 1314 Walnut St., Philadelphia
Three Soldiers, Don Passos.
First eds. Amy Lowell's Keats.
Naval Tracts or Naval Tables, Oppenheim.
The Shirt.
Lady Mary Montague's Letters.
The Air Hawk.
Alan Dare and Robert Le Diable, Porter, 2 vols.

John V. Sheehan & Co., 1550 Woodward Ave., Detroit
Orr, Real Estate Brokers' Encyclopedia.
Eliot, Waste Land, 1st ed.

Sibley, Lindsay & Curr Co., Rochester, N. Y.
Miles Byrne, Memories of His Life.
Sienkiewicz, Without Dogma, L., B. & Co.; Knights of the Cross.
J. C. Shairp, In Poetry and Philosophy; Culture and Religion in Some of Their Relations.

S. D. Siler, 1000 Canal St., New Orleans, La.
Watson, Cactus Culture for Amateurs.
Thompson, The King of Honey Island.

Skylark Bk. Shop, 1521 K St., Washington, D. C.
Coolidge, L. A., Life of U. S. Grant, 2nd-hand copy.
Harris, Frank, Life of Oscar Wilde, any ed.
Hearn, Lafcadio, any 1st eds.
Mencken & Nathan, Heliogabalus.
Any Mencken 1sts.

Small & Hanson, 36 Brattle St., Boston
James, Psychology, 2 vols.
Adventures of Capt. Mago.
Mediterranean Moods, Fletch.

Clarence W. Smith, 113 East Ave., Rochester, N. Y.
Phelps, Life and Teachings of Abbas Effendi.
Sherman, Memoirs.
Bedeau, Military History of Grant.
Young, Dark Tower.
Scott, Coast Pilot, latest ed.

Smith & Butterfield Co., 310 Main St., Evansville, Ind.
Butler, Lives of the Saints, 3 vols., Kennedy.
Siren, Leonardo da Vinci, Yale Press.

Springfield, Mass., City Library
Bowman, Happy All Day Through, Volland, 2 cops.
Tappan, Children's Hour, vol. 11, Nature; vol. 12, Sports; vol. 13, Humor; vol. 14, Modern Triumphs; vol. 15, Wonders of Science.

State University of Iowa Library, Iowa City, Ia.
U. S. Education Bureau, bulletin no. 10, 1914.
Baldwin, Physical Growth and School Progress, 2 copies.

E. S. Stern, 748 Hinman Ave., Evanston, Ill.
Ainsworth, Tower of London, early ed.
Aucassin and Nicollette, colored ills.
Beau Brummell, Jesse, 2 vols.
Dobson, Austin, 1st eds. with Hugh Thomson ills.
Dumas, Alex., set, Little, Brown or Dana Estes limited ed.
Goldsmith, Oliver, 1st eds.
Koran, Sale trans.
Lorna Doone, 2 vols., ills.
My Uncle Barbassou, Vizetelly ed.
Recamier, Mme. from the French of Herriot.
Scarron, Comical Romance.
Tolstoy, Anna Karenina, fine ed.
Wilde, Ballad of Reading Gaol, Smithers ed.

W. K. Stewart Co., 44 E. Washington St., Indianapolis, Ind.
Renan, Life of Apostle.
Smyth, Our Inheritance in Great Pyramids.
Farrington, Gems and Gem Minerals.

W. K. Stewart Co., 425 S. 4th Ave., Louisville, Ky.
Writings of George Washington, ed. W. C. Ford, 14 vols.
Photographic History of the Civil War, 10 vols.,

W. K. Stewart Co., Louisville—Continued
Francis Trevelyan Miller, pub. Review of Review
Life and Writings of Alexandre Dumas, Harr Spurr, pub. F. A. Stokes Co.
Geo. H. Moore, Treason of Charles Lee, N. Y., 18

Stewart Kidd, 19 E. 4th St., Cincinnati, Ohio
Algeria Today, Casserly.
Collin's History of Kentucky.
The Garden, Howe, Knickerbocker Nuggets.
Rise and Fall of the Confederate Gov., Jefferso Davis.
Nat Goodwin's Biography.
Life of Claude Bernard, Michael Foster.

Harry Stone, 137 Fourth Ave., New York
Old New York Views.
Roosevelt, any 1st eds., always.
Currier & Ives Lithographs.
Shakespeare Prompt Books, actors' annotations.
Old Atlasses before 1800.
N. Y. Police Dept., anything before 1860.

Guy Stonestreet, 507 Fifth Ave., New York
Books about Georgia and South Carolina.
Draper, King's Mountain.
None Such Press items.
Machiavelli, Good ed.
Hugo, odd vols., Barrie ed.
History of Methodism, Buckley.

Studio Bk. Shop, 408 N. 20th St., Birmingham, Al
Evelina's Garden, Wilkins.
Untroubled Mind, Hall.
A Crown of Thorns, or Secret Wife, Harriso
Blossoming Bough, Sharmas O'Sheel.
History of South Carolina, Landrum.
History of American Painters.
Potomac Landing, Wilstach.
Some Truths of History, or the South Vindicated.
Jerusalem, Geo. Adam Smith.
Simon Suggs.
How the War Began, Kennedy & Courtney, Dora
Snow White and Seven Dwarfs, Dramatic or Mu sical adaption.

Sunwise Turn, 51 E. 44th St., New York
Nora Lee, Elinor Meherin.
The Forest Lovers, Maurice Hewlett.
Lincoln in the Telegraph Office.
Cook's Voyages in the South Seas.
Lost Solar System of the Ancients Recovered, Wil son.

Swinton & Co., Saginaw, Mich.
Sonnets of Michael Angelo, Mosher ed.
His Young Wife, Julia P. Simth.

L. M. Thompson & Co., 24 Stone St., New York
Hamlet, 1676.
Macbeth, 1673.
Hamlet, Tonson, London, 1734.
English Notes, Boston Daily Mail Office, 1842.
Walker issues of Shakespeare Plays, 1734-5.

B. Thorsen, 3042 Clifton Ave., Chicago, Ill.
H. C. Andersen, Anything by or about.

Traver's Bk. Store, 108 S. Broad St., Trenton, N. J
Housman, Shropshire Lad, 1st ed.
Baldry, Drawings of John Swan.
Clements, First Settlers Newton Township.
Cross, Hygeroliphic Monitor.
Map of Morris County, N. J.
American Rose Society Annual, 1925.
Books by C. C. Abbott.
Bolles, Financial Hist. of U. S.
Clark, Heart of Gaspe.
Humphrey Family in America.
Sutton Family in N. J.
Wilkinson Memoirs, vol. 2.
Sacra Historica.
Bell, Modern Art.
Schauffler, Romantic Germany.
Fort, Antiquities of Freemasonry.
Preston, Traditions of Freemasonry.
Chase, Digest of Masonic Law.
Forster, Evelyn's Diary, 4 vols.

Otto Ulbrich Co., 386 Main St., Buffalo, N. Y.
Police, Practice and Procedure, Cahalane.
Lost Language of Symbolism.
Fanciful Tales, Stockton, 1st ed.

FOR QUICK SALE AT A SACRIFICE

The well-known Searchlight Information Library including millions of clippings, pictures, files of magazines and newspapers, some of the material extending back more than fifty years, classified and indexed for ready reference. Includes subject matter of every nature and large section biographical matter. Invaluable to compilers, art services, news syndicates, editors, writers, publishers or newspapers, etc. Will sell at a sacrifice in whole or in sections due to removal from present premises. Will be glad to send list on application.

THIS LIBRARY MUST BE SOLD BEFORE MAY 30th.

JOHN H. EGGERS
225 Fifth Ave. New York City

BOOKS WANTED—Continued

Robert F. Roden, c|o Universal Pictures, 730 Fifth Ave., New York

Remington, John Ermine of Yellowstone.
Burgess, The White Cat.
Lincoln, The Man Inside.
F. R. Burton, Red Cloud of the Lakes.
Grant, The Fifth Ace.
Jepson, Pollyooly.
Collier's Weekly, Jan. 8, 1916.

University of Oregon Library, Eugene, Ore.

Bushnell, S. M., and Orr, F. B., District Heating.
Smith, J. N., Earth and Man.

University of Pennsylvania Library, Philadelphia

Church, A. J., Stories of Charlemagne, Macmillan, 1902.
Guerber, H. M. A., Stories of Shakespeare's Tragedies, Dodd, 1911.
Keidel, George C., Manual of Aesopic Fable Literature, Friedenwald, 1896.
New England Magazine, Dec., 1909.
Phillpotts, Eden, The River, Stokes, 1902.
Richardson, The Long Day, Century, 1906, 2 copies.
Singer, Jewish Encyclopedia, Funk & Wagnalls, 1906. 12 vols.
Sixteenth Century Classics, except Colloquies of Erasmus, Univ. of Penna.
Viaud, Madame Chrysanthème; Madame Prune, Stokes, 1919.

Van-Cleland Bk. Store, 284 Main St., Winnipeg, Can.

The Romantic, May Sinclair.
The Ladies' Flower Garden, Ornamental Annual, Mrs. M. Louden, 1890, London.
Northern Lights, A. W. Hall.
Vol. 5 of McFadden Encyclopedia of Physical Culture, Green Cloth.
The Dwelling Place of Light, Winston Churchill.
Joseph Conrad, Richard Curle.
The Divine Pedigree of Man, Thomson J. Hudson.
A Scientific Demonstration of the Future Life.
The Evolution of the Soul, and Other Essays.
The Law of Mental Medicine.
The Law of Psychic Phenomena.
One Braver Thing, Richard Dehan, 3 copies.
1st vol., Life of Stevenson, Balfour, unabridged ed.
The Art of Choosing a Wife, Paolo Mantagazza.

Vassar Co-operative Bk. Shop, Poughkeepsie, N. Y.

Deissmann, St. Paul, a Study.

T. B. Ventres, 286 Livingston St., Brooklyn, N. Y.

Toiling of Felix, Van Dyke, Scribner.

Walden Bk. Shop, 307 Plymouth Ct., Chicago

Reality of Jesus, J. H. Macaulay.

Walden Book Shop, 410 N. Michigan Ave., Chicago

All George Ade Titles.

John Wanamaker, Bk. Dept., New York

Golden Legend, 3 vols., ed. Ellis, pub. Dent, Temple Classics.
Romance of the Rose, 3 vols., ed. Ellis, pub. Dent, Temple Classics.

J. Wanamaker, N. Y.—Continued

Autobiography of Seventy Years, Geo. F. Hoar, pub. Scribner, 2 vols.
Marjorie in Command, Wells.

T. Warburton, 15 Humphrey St., Cheetham Hill, Manchester, N., England

Stein, Three Lives, 1909; Tender Buttons, 1914; Have They Attacked Mary?, 200 copies ed.; Portrait of Mabel Dodge, Florence.
Any others by Gertrude Stein.
Glaspell, Fidelity, 1915.
Dard Hunter, Old Papermaking, 1923.
French, Early American Silversmiths and Their Marks, 1917.
List of Microscopic Books in the Grolier Club, 1911.
When reporting, reserve item for reply by return mail.

Wayfarers' Bk. Shop, 17th & H Sts., N.W., Washington, D. C.

The Genealogy, History and Alliances of the American House of Delano, 1621 to 1899, compiled by Joel Andrew Delano.

Edgar H. Wells & Co., 41A E. 47th St., New York

Craven, Le Recit des Soeurs.
De Trobriand, Four Years with Army of Potomac, Eng. or Fr.
Hamilton, Chaucer's Indebtedness to Guido, 1903.
Loomis, Medieval Hellenism, 1906.
McWhorter, Incident in War of U. S. with Mexico.
Minor, Diary of Manasseh Minor, 1696-1720, 1915.
Neilson, Origins of Court of Love, 1915.
Nevinson, Books and Personalities, 1905.
Proceedings 5th Conference of Mayors, etc., of N. Y. State, 1914.
Roosevelt, Americanism, Address before K. of C., Oct., 1915.
Shakespeare, Works, Phila., 1795, vol. 3.

Gabriel Wells, 145 W. 57th St., New York

The Mystery of Edwin Drood, Household ed., Harper Bros., New York, 1875, same, Uniform Duodecimo ed., T. B. Peterson Bros., Phila.; same, Household ed., Chapman & Hall, London; same, National ed., Chapman & Hall, London, 1908.

B. Westermann Co., 30 E. 20th St., New York

Women's Employment Co., Careers, a Guide for Girls.
Woodward, Manual Training School.
Young, Fundamental Concepts.
Ellis, H. H., The Nineteenth Century, a Dialogue in Utopia.
Adam, Metal Work.
Eaton, Comm. Work and Training for Girls.
Eliot, Middlemarch.
Evans, Drafting Room Series.
Fine, Number System of Algebra.
Follows, Univ. Dict. of Mech. Drawing.
Gissing, Charles Dickens.
Klein, Famous Problems of Elem. Geometry.
Lagrange, Elem. Mathematics.
Marden, Everybody Ahead.
Marr, Into the Frozen South.
Lincoln, Applied Business Finance.
Ellis, Hydrogenation of Oils.
Davies, Galvanized Iron.
Davey, Gas Turbine.
Barker, Theory and Practice of Heating and Ventilating.
Beck, Crimson Aeroplane.
Fulton, Torpedo War.
Hughes, Photo-electricity.
Grahame-White, Aircraft in Great War.
Thaussig, Inventors and Money Makers.
Clark, Hist. of Manufacture in U. S., 1607-1860.
Creager, Engineering for Masonry Dams.
Brown, Portland Cement Industry.
Ford & Warner, City Planning Progress in the U. S.
Burley, Machine and Fitting Shop Practice, I.
Sheard, Physiological Optics.
Chalmers, Paper Making and Its Machinery.
Radford, Practical Carpentry.
Smith, Teaching of Geometry.
Soddy, Science and Life.
Southwick, Expressive Voice Culture.
Stephenson, Elizabethan People.
Tarkington, Penrod.
Thackeray, Letters, 2 vols.
Van Sands, Soldering.
Walker, Corporation Finance.

BOOKS WANTED—Continued

B. Westermann Co.—Continued

Weaver, Sir Christopher Wren.
Whitehead, Introduction to Mathematics.
Windoes, Architect, Draw. Plates.
Klein, Collodion Emulsion.
Weineck, A Common Sense Guide to English for Foreigners, 1 to 30 copies.
Pearson, G. C., Selling Your Services.

Wilderness Rd. B'kshop, 665 4th Ave., Louisville, Ky.

Second, 3rd, 4th series, Contemporary Portraits, Harris.

A. Williams & Co., 119 Fayetteville St., Raleigh, N. C.

Set, Carlyle, 30 vols., clo. Century ed., new or 2nd-hand.

J. I. Williams Bk. Co., 24 Pearl St., Worcester, Mass.

The Gold Greyhound, Dwight Tilton.
Dancing and Its Relations to Education and Social Life, Dodsworth.

H. C. Wiltbank, 831 Munsey Bldg., Wash., D. C.

18th Century Items with Copperplates.

Arthur R. Womrath, 21 W. 45th St., New York

McCormick, Wareton.
Where's Master?—Story of King Edward's Dog.
Curious Chapters in American History.
Constitution of U. S.
History of European Thought.

Woodward & Lothrop, Washington, D. C.

My Day, Mrs. Roger Pryor, Macmillan.

Woodworth's Bk. Store, 1311 E. 57th St., Chicago

Russell, My Diary North and South.
Seaboard Slave States and a Journey Through the Back Country.
Baldwin, Flush Times in Alabama and Mississippi.
Longstreet, Georgia Scenes.
Thompson, Wm. Tappan; Major Jones' Courtship.
Lyell, Lord St. Charles, Description of the South Before the Civil War.
Hale, Louise C., We Discover New England; We Discover the Old Dominion.
Longstreet, The Catskills.
Torrey, Bradford, Ant Titles.
Books Relating to the United States Navy.
K. Wildwood? Warren, Adventures Among the Early Settlers.

Richard S. Wormser, 511 Fifth Ave., New York

Milne, A. A. When We Were Very Young, 1st ed.
Father Duffy, History of the 69th Regiment.
Books on History of Caricature.
Books on Pearls and Precious Stones.
Miniature Books, 1 inch x 1 inch and smaller.

BOOKS FOR SALE

Adair's Bookstores, 1715 Champa St., Denver, Col.

I-Nip-E-Gant, or, The Crazy Ute Indian, A Thrilling Narrative of Life in the Far West; only a limited number on hand; while they last, 25c. each.

Aurand's Bk. Store, Harrisburg, Pa.

2,000 First Editions, Modern Authors, retail value about $3,000. for $500.
History of Delaware, 2 large vols., 1899, as new, cheap.
Official Records of the Union and Confederate Armies, 125 vols., cheap.
Nat'l Geog. Mag., 1912 to date, any vols. or nos.
Atlantic Monthly, ¾ lea., vols. 1 to 96.
Harper's Monthly, ¾ lea., vols. 1 to 115.
Annual Register (London), vols. 1 to 135.
500 Library Sets cheap; list free.
Designate catalogs desired of out-of-print books on Americana, Africa, Egypt, Colonial Period, Far East, India, Far North, First Editions, Free Masonry, Indians, Mexico, Central and South America, Mormonism, New York City and State, New England, The South, The West, The Stage.

W. & G. Foyle, Ltd., 121 Charing Cross Road, London, Eng.

Burke's Key to the Parish Registers of England and Wales, $1.10.

Harlem Bk. Co., 53 W. 125th St., New York

Winston's Encyclopedia, 10 vols., as new latest ed. $4.00.
Works of F. W. Nietzsche, 4 vols., new books: (1 Thus Spake Zarathustra; (2 Geneology of Morals (3) Beyond God and Evil; (4) Case of Wagner Antichrist; published Macmillan Co., 1924, reg $2 ea., set of four $2.40.
School and College Books at half price.
New Assorted $25 per hundred.

R. James, P. O. Box 176, Vancouver, Can.

Canadiana, Theological Collectors.

John A. Lavender, 266 River St., Troy, N. Y.

Brown's Family Bible, 1792.

Login Bros., 1814 W. Harrison St., Chicago

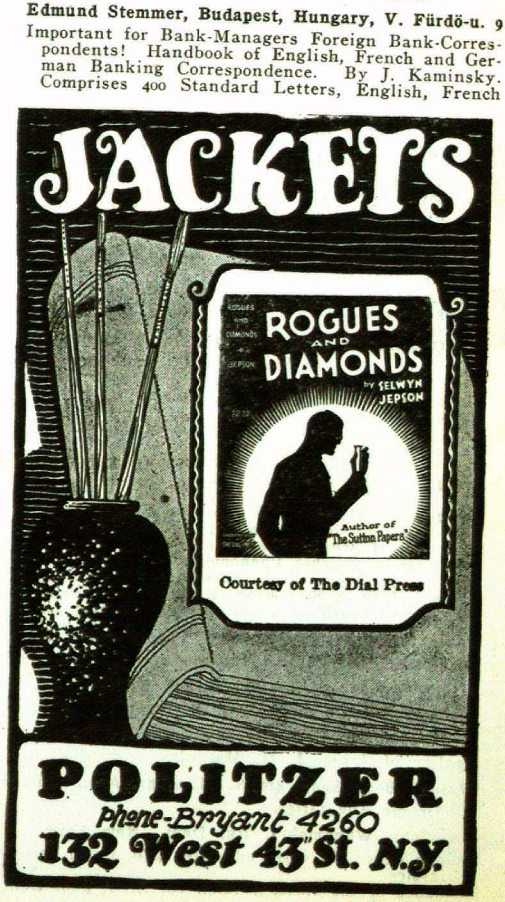
Krafft-Ebing, Psychopatia Sexualis, 1924, $1.50.
Forel, The Sexual Question, 1925, $1.50.
Kisch, The Sexual Life of Woman, 1925, $1.50.
Bloch, The Sexual Life of Our Time, 1925, $4.50.

Rev. Mark L. Parrette, Fancy Farm, Ky., Route two

Brownson, Orestes A., comp. wrks., 20 vols., newly bound in brown cloth, excellent con., Thorndike Nourse, pub.
Nations of the World, Peter Fenelon Collier, pub. 30 vols., red cloth, new, on Germany, Rome, France, Austria, Italy, Spain, Spanish America, China, U. S., Mexico and Peru.
New Americanized Britannica, 20th Cen. ed., Saalfield Pub. Co.
Make offer C.O.D. transportation included.

Edmund Stemmer, Budapest, Hungary, V. Fürdö-u. 9

Important for Bank-Managers Foreign Bank-Correspondents! Handbook of English, French and German Banking Correspondence. By J. Kaminsky. Comprises 400 Standard Letters, English, French



BOOKS FOR SALE—Continued

E. Stemmer—Continued

and German, in connection with all kinds of banking business, with 3 Indexes and a Phraseology, also with 3 Indexes; quarto, 480 pages, half cloth, price, ord. $5.—net 3.25; 25 copies for $62.50 net.

ol. H. W. Wheeler, 1428 Norton Ave., Los Angeles, California

he Frontier Trail, less than 100 copies for sale, first edition, $2 each, delivered, regular price, $3.

BOOK-TRADE OPPORTUNITIES

(Twenty Cents a Line)

BUSINESS OPPORTUNITIES

IAIL Order House will insert your literature on ommission basis. You furnish printed matter with ur address. We do the rest, Mailing 2,000 pieces er month to original inquiries from students and ook buyers. Address E. S., care of Publishers' Veekly.

BUSINESS FOR SALE

VELL ESTABLISHED Book, Stationery and Circuating Library located in best business section of Brooklyn. Q. A., care Publishers' Weekly.

FOR SALE—Book Shop in New York City. Circuating Library, Stationery, and Greeting Cards. Low ent. P. F. B., care Publishers' Weekly.

POSITIONS OPEN

YOUNG energetic book woman with executive ability, to assist manager of live book shop, handling arge varied line of English and foreign books, including art. Good appearance, pleasant approach essential. Give full data, languages you master, alary willing to start. Y. W., care of Publishers' Weekly.

POSITIONS WANTED

EDITOR and Writer, New York man, for booklets, magazine articles, rewrite, research, knows cuts, art supervision. Whole or part time. W. S., care of Publishers' Weekly.

SALESMAN, with car, acquainted with book and stationery trade in Penna., N. J., Del., and Md., is open for position. Address J. J., care of Publishers' Weekly.

SPECIAL NOTICES

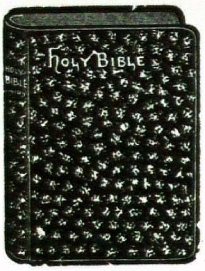
AS THE LEADING importers of foreign books and periodicals in the Union of Soviet Socialist Republics we are very much interested in all publishers' catalogues, special lists, announcements, etc. We supply with foreign publications most of the Government institutions, educational, industrial and business organizations as well as individuals in all parts of the country. We would like, therefore, to ask all of the American Publishers, and especially the publishers of technical, scientific and business publications, to keep us constantly supplied with a stock of their catalogues sufficient for our own use and for distribution among our clients. „Mezhdunarodnaya Kniga," Kuznetski Most, 12, Moscow, Russia.

REMAINDERS

THE SYNDICATE TRADING CO. offers hundreds of interesting remainder items. Write for catalog or telephone for an appointment. 2 Walker St., New York. Telephone: Walker 9287.

DOUAY CATHOLIC BIBLES

3 EDITIONS



MANUAL OF PRAYERS

The Official Catholic Prayer Book

SEND FOR DESCRIPTIVE PRICE LIST

John Murphy Co., Baltimore, Md.

ENGLAND

I am desirous of representing American publications in England; Sales subscriptions, advertising. Publications should be of a distinctive nature and of value and interest to British classes. Can be well recommended and can give American references. Write

DAVID H. BOND

407 Bank Chambers, Chancery Lane

London, W.C., England

IMPORTANT FOR TRAVELLING AGENTS

WANTED A GENERAL AGENCY for the whole of the United States for the Sale of a Technical CONFECTIONERY BOOK, published in SEVEN LANGUAGES (English, French, Spanish, Dutch, Swedish and Dansk). This Book has already achieved considerable success and has been welcomed as "first-class and absolutely unequalled." An exceptional business proposition for a Firm possessing capital, and an efficient travelling organization. Any Firms interested are invited to apply, with references, to

HEINRICH KILLINGER, VERLAG

Nordhausen a. H. Germany

"TOO LATE!"

Each year, almost without exception, after the **Publishers' Trade List Annual** is issued and in use, we get letters from half-a-dozen or more publishers, usually the newer concerns, expressing disappointment that their lists were not included.

Needless to say repeated efforts are made in the compilation of the big book to notify every publisher, big or little, of its preparation, but these notices seem to be either overlooked or attention to them postponed until it is TOO LATE.

A casual canvass of the bookstores and public libraries will satisfy any publisher that the **Trade List Annual** is the most frequently used reference tool in the trade and any list of books not included in it is at a big disadvantage.

L'Envoi

Preparations for the 1925 volume have now started and we are ready to supply promptly full information on request.

The Publishers' Weekly

"The well-made book costs no more"

The last copy as good as the first

Because good printing so largely depends upon the quality of the electrotypes, we operate our own electrotype plant.

This is your assurance of consistent good quality; but one step in our efforts to eliminate waste, delay, and unnecessary expense by a unified responsibility.

We take the manuscript and deliver the bound volume. Every step of production is under one roof and one management; every contact with one responsible house.

J. J. Little & Ives Company

425-435 East 24th Street, New York

The Plant Complete

TYPESETTING :: ELECTROTYPING :: PRINTING
BINDING :: EDITORIAL SERVICE

Something New for Girls—conceived by *JANE ABBOTT*

Here is a book that "comes true." That gives girls the chance they've always wanted, of actually doing after her the actions of a favorite heroine.

POLLY PUT THE KETTLE ON

By JANE ABBOTT and HENRIETTA WILCOX PENNY

After reading this delightful story of the experiment Polly and Peg tried instead of camp, girls have only to turn to Polly's note book at the back in order to "put the kettle on" and repeat her culinary triumphs for themselves. Nor are these merely fudge and sweets. Polly May is as ambitious as "Polly Pepper" whom successive generations of girls have loved for her ginger bread and domesticity. She cooks whole meals for Dad under Mrs. Wood's careful guidance and the girl who follows out her story can be just as grown-up.

The tale is as entertaining as "Keineth" or "Red Robin" or any other of Mrs. Abbott's successes. The instructions and recipes couched in a style that will amuse and appeal to girl readers, yet perfectly reliable. "Both the chemistry and physiology of foods as given here are quite up to the minute and in accord with the best information available."—A. P. Sy, Professor of Chemistry, University of Buffalo.

Colored frontispiece and three other illustrations by Franc Root McCreery. To be published in June. $2.00

For Younger Girls

LITTLE AUNT EMMIE **By Alice Allen**

For children who spend the summer in the woods or mountains, no story could be more attractive than this tale of the imaginative little daughter of an Adirondack guide. To those who stay in the city it will bring a whiff of fir and balsam and reveal the Indian lore of the deep trails. Colored frontispiece and two other illustrations. (Published.) $1.75

For Boys

TOM OF PEACE VALLEY **By John F. Case**

A boy's story of football rivalry and another hard-fought contest for the honor of the school. Full of manly spirit. "Action of the type that will make the youthful heart fairly thump and cause many young Americans to 'sneak on the light' after bedtime."—*Minneapolis Star.* (Published.) $1.50

J. B. LIPPINCOTT COMPANY

PHILADELPHIA **LONDON**

THE COPP CLARK CO., Toronto, Trade Agents for Canada.

RIDER PRESS, INC.
NEW YORK, N. Y.